



# ROUTE 9 / WESTERN MONMOUTH DEVELOPMENT PLAN

Monmouth County, New Jersey

## VOLUME 1 EXISTING CONDITIONS

AUGUST 2003

Prepared by:



In Association With:



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# 1.0 Introduction

## 1.0. INTRODUCTION

The Western Monmouth Development Plan is a study funded by the Smart Growth Program of the New Jersey Department of Community Affairs, with oversight provided by the Monmouth County Planning Department. The Plan focuses on seven municipalities in Western Monmouth County, which are tied together by their common dependence on U.S. Route 9 as the major north-south arterial. These municipalities have collectively experienced explosive population and employment growth over the past two decades. This need for this Plan stems from the overdevelopment of the Western Monmouth region, as reflected in sprawling suburban development on farms and fields, the corresponding loss of open space, and an increase in traffic congestion.

The Western Monmouth Development Plan is partly intended to build upon the County Growth Management Plan, which was adopted in 1995. The plan establishes growth management policies in 10 different areas. One policy area is "Centers;" the goal of this policy area is to "promote new and revitalize older urban areas into well designed mixed use centers with an easily accessible compact but varied core of residential, commercial and community services which provide employment and create a specific identity." It also builds upon the work of the Western Monmouth Route 9 Collaborative Baseline Conditions Inventory and Collaborative Plan Report, completed in December 1999. That study examines transportation conditions along the Route 9 corridor.

This study is intended to produce a "smart growth" plan for the study area; one that will encourage the formation of more livable communities and better preserve the natural resources currently being consumed by suburban sprawl. The plan will address short term issues through proposing strategies that municipalities can incorporate into their land use and design regulations, and is also intended to provide a longer term vision for the communities to work in concert. Continuing the work started in the Route 9 Collaborative Plan Report, the issue of transportation, and the Route 9 corridor in particular, is a major focus of the Western Monmouth Development Plan. Route 9, a four-lane arterial, lies in the center of the study area and is the most important roadway. This Plan examines potential traffic conditions along Route 9 in the future, and makes recommendations for strategies that will improve conditions for all transportation modes: vehicular, pedestrian, bicycle. As noted above, recommendations are also made on improving design conditions in the study area; these recommendations are particularly appropriate for the Route 9 corridor, which lacks a distinct character and which many residents find unattractive.

The Plan is intended to be adopted by the Monmouth County Planning Board as an element of the County Growth Management Plan. All seven municipalities in the study area will also be asked to adopt it. Finally, the Plan will be presented to the New Jersey State Planning Commission to gain plan endorsement. Finally, this plan is intended to result in an Endorsed Plan for the Route 9/Western Monmouth region which will give the region priority in receiving state funding for future infrastructure improvements.

Volume 1 of the Plan presents "baseline conditions" in the study area: land use, demographics, environmental resources, infrastructure, transportation, consistency of municipal plans with the State Plan, and design. Through an analysis of these conditions, the important issues in each study area community can be identified. In addition, a "build-out analysis" is prepared, indicating the potential population and employment in the study area in year 2020, and the costs associated with such development. In Volume 2 of the Plan, recommendations are presented for addressing the issues raised in Volume 1, and a planning and implementation agenda is prepared for the region and each municipality.

Following are the overall goal and objectives adopted for the Western Monmouth Development Plan:

**Goal** - To create a vision and a policy framework for Route 9/Western Monmouth Corridor Region that will promote sustainable development and transportation mobility, and manage growth.

**Objectives**

- To identify and assess current and future land use and transportation conditions of the Route 9 Corridor Region.
- To identify development and redevelopment concepts that will help municipalities manage growth in keeping with available infrastructure.
- To maintain or improve mobility by enhancing the existing transportation network and by encouraging the development of alternative transportation modes, including biking, walking and transit.
- To protect natural resources in balance with the built environment.
- To preserve farmland.
- To promote growth in Centers and other compact forms, and counteract sprawl.
- To protect the character and quality of life of the region.
- To cooperatively prepare a regional plan for submittal to the State Planning Commission for Plan Endorsement.

### **1.1. PUBLIC VISIONING PROCESS**

The Western Monmouth Development Plan arose from a collaborative process among the seven municipalities in the study area. The Plan itself is a “consensus vision” of these municipalities. Starting in August 2001 and continuing through late 2003, the Plan was hammered out in seven Technical Advisory Committee meetings and six Collaborative meetings.

The Technical Advisory Committee (TAC) consists of County representatives, NJ Transit, NJDOT, NJDEP, representatives from each municipality, and the consultants. The Collaborative consists of TAC members, along with a broad cross-section of residents, businesspersons and officials in the study area, and state officials. Between 35 to 45 persons typically attend the Collaborative meetings, with 10 to 15 persons at the TAC meetings. Up to 70 persons are invited to the Collaborative.

The TAC provided oversight of the project, and reviewed materials before their presentation to the larger Collaborative. The primary task of the Collaborative was to shape the Regional Vision and Municipal Vision Statements that form the core of the WMDP. The Collaborative meetings employed a workshop format. Attendees were organized into groups, in which the consultants and County officials helped guide discussion. The Regional Vision and Municipal Vision Statements were gradually built upon through the sequences of meetings.

Two public meetings were also held, at which presentations were given and input gathered from the members of the public.



Collaborative workshop.



## **2.0 Existing Conditions**

## 2.0. EXISTING CONDITIONS

### 2.1. REGIONAL CONTEXT

Monmouth County is located in east-central New Jersey. With a land area of 472 square miles, the County ranks as the state's sixth largest. Its population in 2000 was 615,301, placing it fourth among New Jersey counties. With its relatively level topography, and with its only significant physical constraint the large areas covered by wetlands, the County was poised for rapid growth once the New York-Northern New Jersey "growth belt" expanded beyond Middlesex County (Map II-1 – Region).

The Western Monmouth region (Map II-2 – Study Area) consists of seven municipalities encompassing about 105,510 acres, or 165 square miles. These municipalities are:

- Englishtown Borough
- Farmingdale Borough
- Freehold Borough
- Freehold Township
- Howell Township
- Manalapan Township
- Marlboro Township

The study area accounts for over one-third of the land area of Monmouth County, but only one-quarter of the population in Monmouth County. This gap between population and land area share may narrow to some degree within the next two decades, as developable lands in several of the study area communities will accommodate continued development.

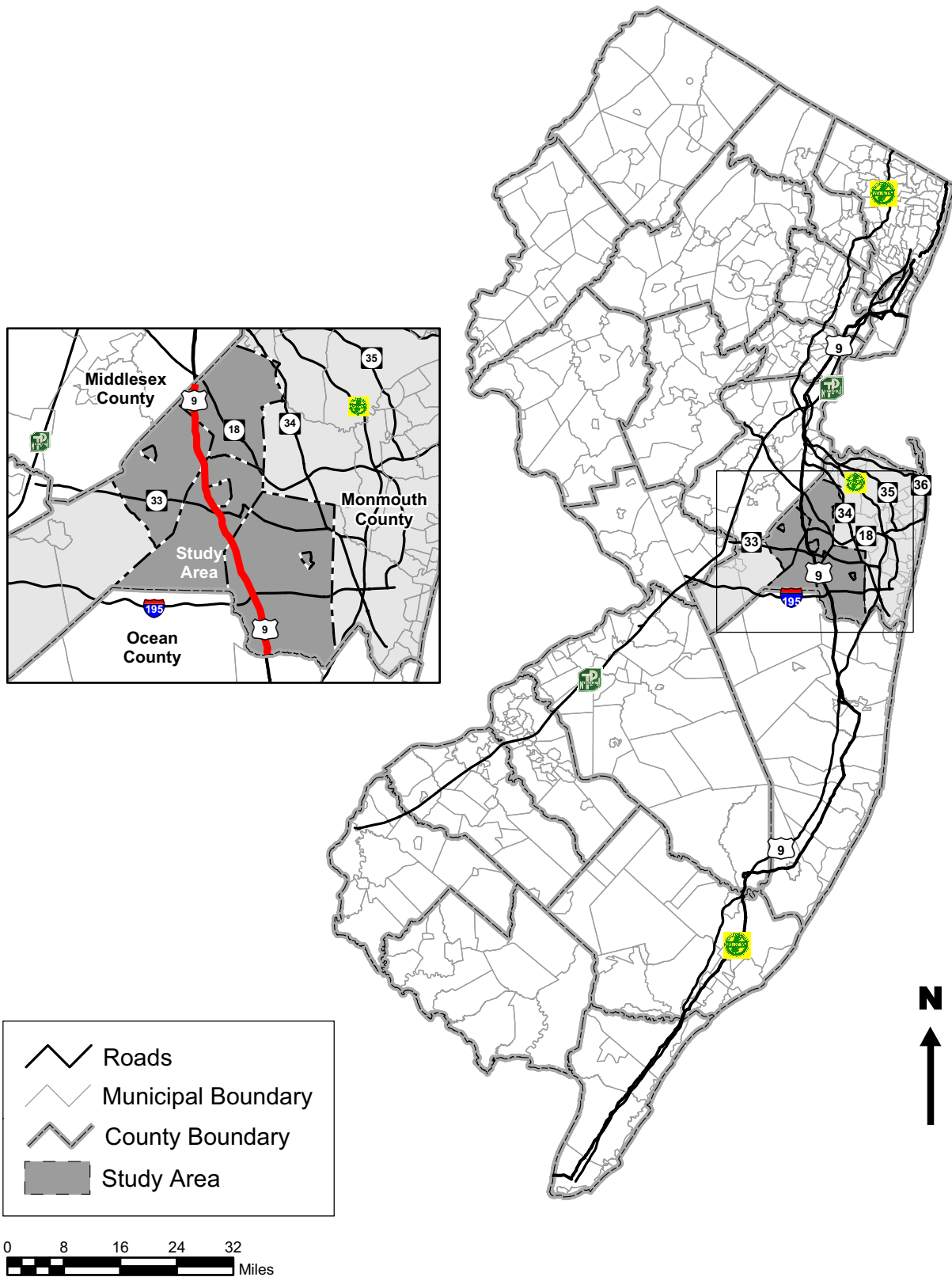
Much of the population in Monmouth County is concentrated in a band between the Garden State Parkway and the Shore, to the east of the Western Monmouth region. Unlike the communities in this band, however, the four townships in the study area have developed in a much more suburban fashion. One major exception to the prevailing suburban densities is Freehold Borough, in the center of the study area. Freehold Borough has single-family homes on small lots, as well as apartment complexes. Englishtown and Farmingdale Boroughs are also characterized by single-family homes on smaller lots, although the densities here are less pronounced than in Freehold Borough.

Situated largely between I-195 to the south and Route 18 to the north, and between the New Jersey Turnpike to the west and the Garden State Parkway to the east, the study area has grown in population largely because it was in the path of development heading south from Middlesex County. Route 9 has accommodated the commuters heading home after their work in other parts of the state, as well as commuters to New York City. The population growth was not preceded by the establishment of major businesses within the study area. For these reasons, the study area is prototypically suburban.

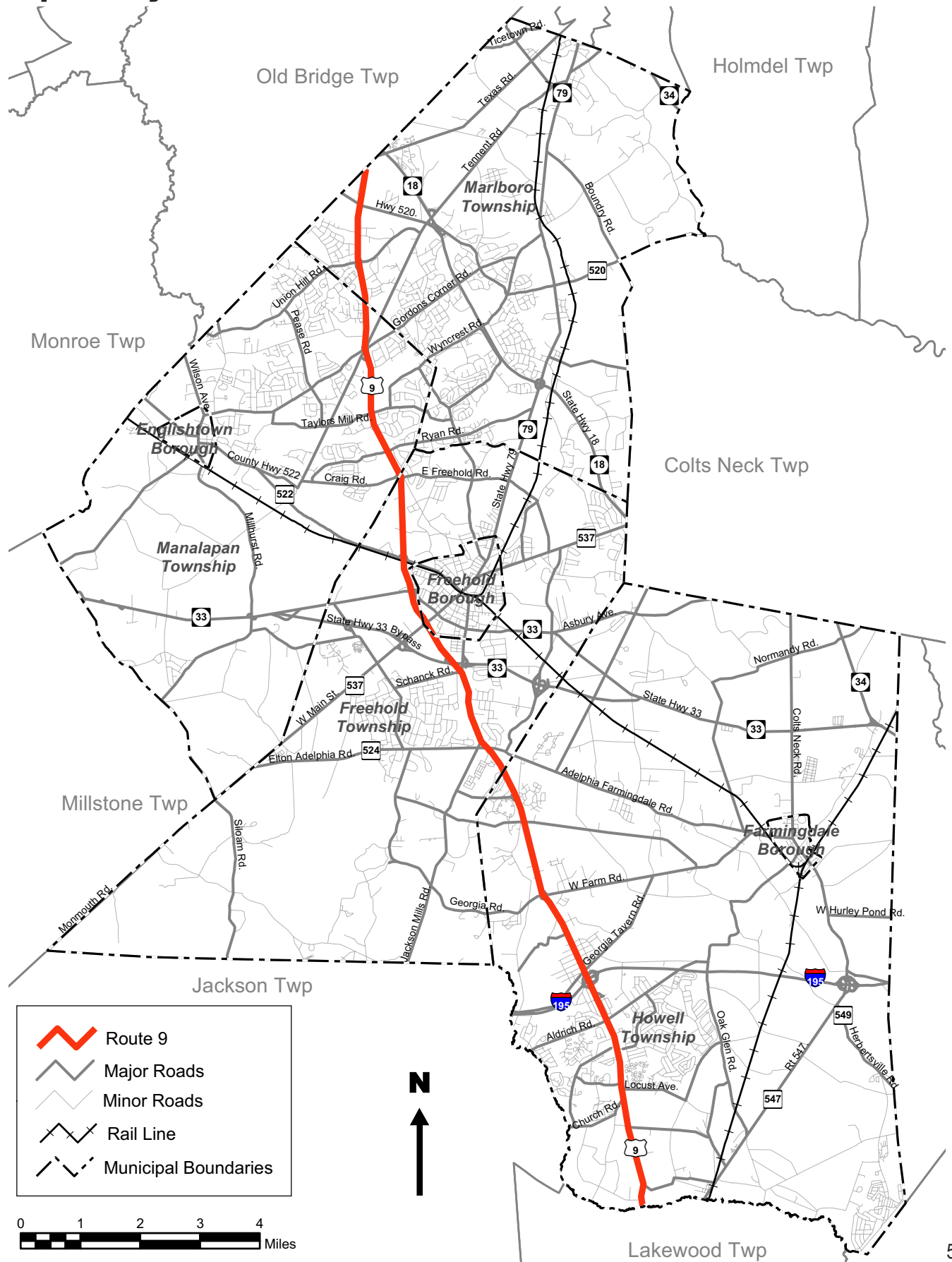
The three boroughs are completely encompassed by three of the townships: Englishtown by Manalapan, Farmingdale by Howell, and Freehold Borough by Freehold Township. Freehold Borough is the county seat, and is located close to the heart of the Western Monmouth region. In contrast to Freehold Borough, the two boroughs of Englishtown and Farmingdale account for a minimal number of both housing units and jobs, and are relatively minor attractions for residents in the surrounding townships.

These seven communities in the Western Monmouth region are tied together by the presence of Route 9. This four-lane highway runs through five of the seven municipalities, and the two communities not on the highway – Englishtown Borough and Farmingdale Borough – incorporate the roadway into a large percentage of their trips.

Map II-1 Region Map



Map II-2 Study Area



## **2.2. DEMOGRAPHIC CONDITIONS**

### **2.2.1. Population**

In what has been one of the fastest-growing counties in New Jersey over the last 20 years, the Western Monmouth region stands out for its rapid rate of suburbanization. The County population increased 11.2 percent from 1990 to 2000, compared with an increase of 8.9 percent for the state. Meanwhile, the population of the Western Monmouth region grew by a healthy 24.8 percent rate from 1990 to 2000, increasing from 132,000 to 165,000 (Table II-1, Historic and Projected Population 1980-2020). Even this increase pales in comparison to the 41.7 percent growth rate experienced by the study area between 1980 and 1990.

Within the study area over the past decade, Englishtown Borough had the highest growth rate at 39 percent. In absolute numbers, however, its population growth of 496 persons was far less than for any of the four townships, which saw increases between 6,700 (Manalapan) and 10,000 people (Howell). Based upon County forecasts, it is anticipated that the population of the study area will add another 36,000 persons by the year 2020, for a 21.7 percent increase over the 20-year span. This reflects significant slowing over the growth rate of the last two decades, consistent with the dwindling supply of available land as the townships near build-out.



Table II-1: Historic and Projected Population, 1980-2020  
Draft

	1980	1990	Change 1980-1990		2000	Change 1990-2000		2020	Change 2000-2020	
			Number	Percent		Number	Percent		Number	Percent
Monmouth County	503,173	553,124	49,951	9.9%	615,301	62,177	11.2%	702,599	87,298	14.2%
Englishtown Borough	976	1,268	292	29.9%	1,764	496	39.1%	1,977	213	12.0%
Farmingdale Borough	1,348	1,462	114	8.5%	1,587	125	8.5%	1,557	0	0.0%
Freehold Borough	10,020	10,742	722	7.2%	10,976	234	2.2%	11,219	657	6.0%
Freehold Township	19,202	24,710	5,508	28.7%	31,537	6,827	27.6%	37,813	6,688	21.2%
Howell Township	25,065	38,987	13,922	55.5%	48,903	9,916	25.4%	59,959	8,451	17.3%
Manalapan Township	18,914	26,716	7,802	41.2%	33,423	6,707	25.1%	43,775	8,577	25.7%
Marlboro Township	17,560	27,974	10,414	59.3%	36,398	8,424	30.1%	43,913	10,982	30.2%
<b>Study Area Total</b>	<b>93,085</b>	<b>131,859</b>	<b>38,774</b>	<b>41.7%</b>	<b>164,588</b>	<b>32,729</b>	<b>24.8%</b>	<b>200,222</b>	<b>35,634</b>	<b>21.7%</b>

Source: US Census Bureau – 1980, 1990, 2000. Monmouth County Planning – 2020.

Table II-2: Housing Units, 1990-2020

	1990	2000	Change 1990-2000		2020	Change 2000-2020	
			Number	Percent		Number	Percent
Englishtown Borough	498	680	182	36.5%	798	118	17.4%
Farmingdale Borough	600	638	38	6.3%	643	5	0.8%
Freehold Borough	4,057	3,821	-236	-5.8%	3,839	18	0.5%
Freehold Township	8,673	11,032	2,359	27.2%	13,540	2,508	22.7%
Howell Township	13,563	16,572	3,009	22.2%	21,022	4,450	26.9%
Manalapan Township	9,029	11,066	2,037	22.6%	13,696	2,630	23.8%
Marlboro Township	8,493	11,985	3,492	41.1%	13,852	1,867	15.6%
<b>Study Area Total</b>	<b>44,913</b>	<b>55,794</b>	<b>10,881</b>	<b>24.2%</b>	<b>67,390</b>	<b>11,596</b>	<b>20.8%</b>

Source: U.S. Census Bureau 1990 and 2000.

## 2.2.2. Housing

As of 2000, there were 56,000 housing units in the study area, a 24 percent increase from 1990, essentially mirroring the growth in population over the same time period (Table II-2). Freehold Borough was an anomaly in the study area, as it increased its population by 234 people from 1990 to 2000, despite losing 236 housing units and 158 households. The other communities increased their housing stock by 6 to 41 percent.

At least 11,600 new housing units will be required to shelter the projected growth in population; as of December 2001, there were plans or approvals outstanding for approximately 6,150 housing units in the study area, or slightly more than half the anticipated growth.

There were about 352 housing units per square mile in the study area in 2000, expected to increase to 425 units per square mile in 2020, as suburbanization of the four townships continues. (Table II-3, Dwelling Units per Square Mile).

**Table II-3: Dwelling Units Per Square Mile, 2000-2020**

	2000	2020	2000-2020 % Change
Englishtown Borough	1,262	1,481	17.4%
Farmingdale Borough	1,303	1,313	0.8%
Freehold Borough	2,080	2,089	0.5%
Freehold Township	304	373	22.7%
Howell Township	275	349	26.9%
Manalapan Township	368	456	23.8%
Marlboro Township	409	473	15.6%
<b>Study Area Total</b>	<b>352</b>	<b>425</b>	<b>20.8%</b>

Table II-4 provides the COAH (Council on Affordable Housing) status of each municipality in the study area. The four townships, with COAH obligations that far exceed the obligations of the three boroughs, have all created plans to meet their pre-certified need. Freehold Township received certification in 2001 and Howell Township in 1998. Manalapan Township received extended certification in 2002. Marlboro Township has the most tenuous status, as it filed for certification in 1995, with no resolution as yet. Farmingdale Borough is the only community currently in litigation. Englishtown Borough settled its lawsuit this year. Freehold Borough has used Regional Contribution Agreements from other communities in the Western Monmouth area to create 565 affordable units. It should be noted that units received in RCAs cannot be used to meet a municipality's COAH obligation.

**Table II-4: COAH Status**

	1987-99 Precertified Need	Status
Englishtown Borough	42	Received Judgement of Repose 1/27/03.
Farmingdale Borough	25	In litigation.
Freehold Borough	233	Has never filed for certification. Has subsidized creation of 565 units with Regional Contribution Agreements from other Western Monmouth communities.
Freehold Township	1,092	Certified 12/12/01.
Howell Township	1,109	Certified 10/7/98.
Manalapan Township	765	Extended certification 9/4/02.
Marlboro Township	1,056	Filed petition 3/20/95; currently in mediation.

Source: New Jersey Council on Affordable Housing.

### 2.2.3. Jobs

There are approximately 50,000 jobs in the study area (Table II-5, At Place Employment, 1995-2020). The County projects that approximately 16,800 jobs will be added through 2020. Based on nonresidential projects that are planned or received approvals as of December 2001, planned development should create about 8,400 jobs, or about one-half of this projected growth.

In 2000, Freehold Township hosted the greatest number of jobs, at about 14,970, followed by Howell Township with 9,770 jobs, and Freehold Borough with 9,500. Marlboro Township is projected to gain the greatest number of jobs in both absolute growth and percentage through 2020, with 5,284 new jobs, an increase of 54 percent. There were slightly above .9 jobs for every dwelling unit within the study area (Table II-6, Jobs to Dwelling Unit Ratio).

As indicated in Table II-7, Median Household Income, the median household income of the four townships exceeds both the County and State household income. However, the income in the three boroughs falls below County averages, and only Englishtown Borough exceeds the state average. Marlboro Township has the highest median household income at \$101,322; Farmingdale and Freehold Boroughs have the lowest household incomes in the study area, at \$48,889 and \$48,654, respectively. The County median household income was \$64,271 and the New Jersey median household income was \$55,146.

**Table II-5: At Place Employment, 1995-2020**

	1995	2000	2020	<u>Change 2000-2020</u>	
				Number	Percent
Monmouth County	196,885	217,754	268,279	50,525	23.2%
Englishtown Borough	417	435	645	210	48.3%
Farmingdale Borough	225	238	225	(13)	-5.5%
Freehold Borough	9,030	9,528	9,386	(142)	-1.5%
Freehold Township	13,941	14,970	20,233	5,263	35.2%
Howell Township	8,696	9,770	15,054	5,284	54.1%
Manalapan Township	6,474	7,274	9,416	2,142	29.4%
Marlboro Township	6,895	7,747	11,782	4,035	52.1%
<b>Study Area Total</b>	<b>45,678</b>	<b>49,962</b>	<b>66,741</b>	<b>16,779</b>	<b>33.6%</b>

Source: 1995, 2020-Monmouth County Planning Board, 2000 - New Jersey Department of Labor.

**Table II-6: Jobs to Dwelling Unit Ratio, 2000-2020**

	2000	2020	2000-2020 % Change
Englishtown Borough	.64/1	.81/1	26.4%
Farmingdale Borough	.37/1	.35/1	-6.2%
Freehold Borough	2.49/1	2.44/1	-2.0%
Freehold Township	1.36/1	1.49/1	10.1%
Howell Township	.59/1	.72/1	21.5%
Manalapan Township	.66/1	.69/1	4.6%
Marlboro Township	.65/1	.85/1	31.6%
<b>Study Area Total</b>	<b>.90/1</b>	<b>.99/1</b>	<b>10.6%</b>

**Table II-7: Median Household Income, 1989 and 1999**

	1989	1999
New Jersey	\$40,927	\$55,146
Monmouth County	\$45,912	\$64,271
Englishtown Borough	\$43,472	\$57,557
Farmingdale Borough	\$40,469	\$48,889
Freehold Borough	\$40,327	\$48,654
Freehold Township	\$58,756	\$77,185
Howell Township	\$47,912	\$68,069
Manalapan Township	\$58,028	\$83,575
Marlboro Township	\$70,039	\$101,322

Source: US Census.

## 2.3. LAND USE

### 2.3.1. Current Conditions

Urban land uses within the Western Monmouth region are indicated on Map II-3, Developed Land Map. (This map is based on data gathered by the NJ Department of Environmental Protection in 1995-97. Although updated by Orth-Rodgers & Associates, it understates the amount of urbanized land in the study area.)

As is evident, residential uses are the predominant land use within the region. In the four townships, the large majority of residences are single-family detached, ranging from about two-thirds to nine-tenths of the housing stock. Single family detached units account for about half of the housing stock in the boroughs. Residential areas are diffuse through the study area, although much of the development has spread outwards from the two major roadways in the study area, Route 9 and Route 18. A relatively small percentage of residential units are directly on Route 9; these include several higher density developments, such as Covered Bridge, Towne Pointe, and Marlboro Greens.



Townhouse Complex.

Office and retail uses are heavily concentrated along Route 9, however, the character does change to a certain extent along the corridor. Marlboro has less frontage along Route 9 than the other three townships. It has several strip retail centers and smaller office buildings. Manalapan is marked by a greater profusion of strip retail centers, and the most recent addition, the Epicenter, a half-million square feet "power center."

Office and retail uses are segregated along Route 9 in Freehold Township to a greater degree than in the other three townships. North of Freehold Borough, there are a number of large automobile dealers, as well as office buildings. Freehold Raceway Mall, the largest retail center on the corridor, is found directly west of Freehold Borough, and defines the northern boundary of the retail center complex in Freehold Township. The Raceway Mall, together with a number of "big box" stores on service drives to the Mall, account for about 2 million square feet in retail uses. Further south along Route 9 is the Freehold Mall, a somewhat faded strip



Strip center along Route 9 in Marlboro.

retail center, which stands as an example of an older retail center along the corridor. South of the Freehold retail complex, the office and automobile oriented uses again predominate, including the Juniper Office Plaza. Gordon's Lumber, an abandoned business south of Freehold Borough, is one of the potential redevelopment sites along Route 9 in Freehold Township.

A number of large retail centers are scattered along Route 9 in Howell Township. Most of these are located south of I-195, including Kohl's, Walmart, and several shopping plazas anchored by major supermarkets. Howell offers the greatest potential for commercial development along Route 9 than any other municipality, in terms of roadway frontage, vacant parcels, and marginal uses, including abandoned businesses, storage facilities, and small retail establishments. The commercial potential of the Route 9 corridor in Howell will be further augmented when the Township follows through with its plan to install public sewer along the corridor.



CentraState Hospital in Freehold.

Although Route 9 is immediately west of Freehold Borough, there are no retail or office buildings in this section of the borough, only medium to high density residential uses. Freehold Borough has an attractive downtown, featuring Monmouth County offices along with a mix of office and retail uses. Englishtown and Farmingdale Boroughs both have small downtowns within walking distance of much of their housing stock.

Certain large parcels within the corridor are public lands and will not be developed. These areas include the Monmouth Battlefield Park, immediately west of Route 9, in both Freehold and Manalapan Townships; the Turkey Swamp State Park, covering much of southern Freehold Township between CR 524

and the Freehold border; the Manasquan Reservoir in central Howell Township; and Allaire State Park along Howell's eastern border. The Earle Naval Weapons Base, covering approximately six square miles, is the largest government-owned parcel in the corridor. Because of hazardous waste sites on the base, redevelopment would likely be well in the future even if the U.S. Navy chose to decommission the base at some point. At this time, there are no plans to cease active use of the base.

There are few major retail and office complexes found in the study area off Route 9. One prominent exception is office complex clustered around CentraState Hospital on CR 537 in Freehold Township. With 1,900 employees, the hospital is the largest employer in the study area.

## **2.4. ENVIRONMENTAL CONDITIONS**

### **2.4.1. Wetlands**

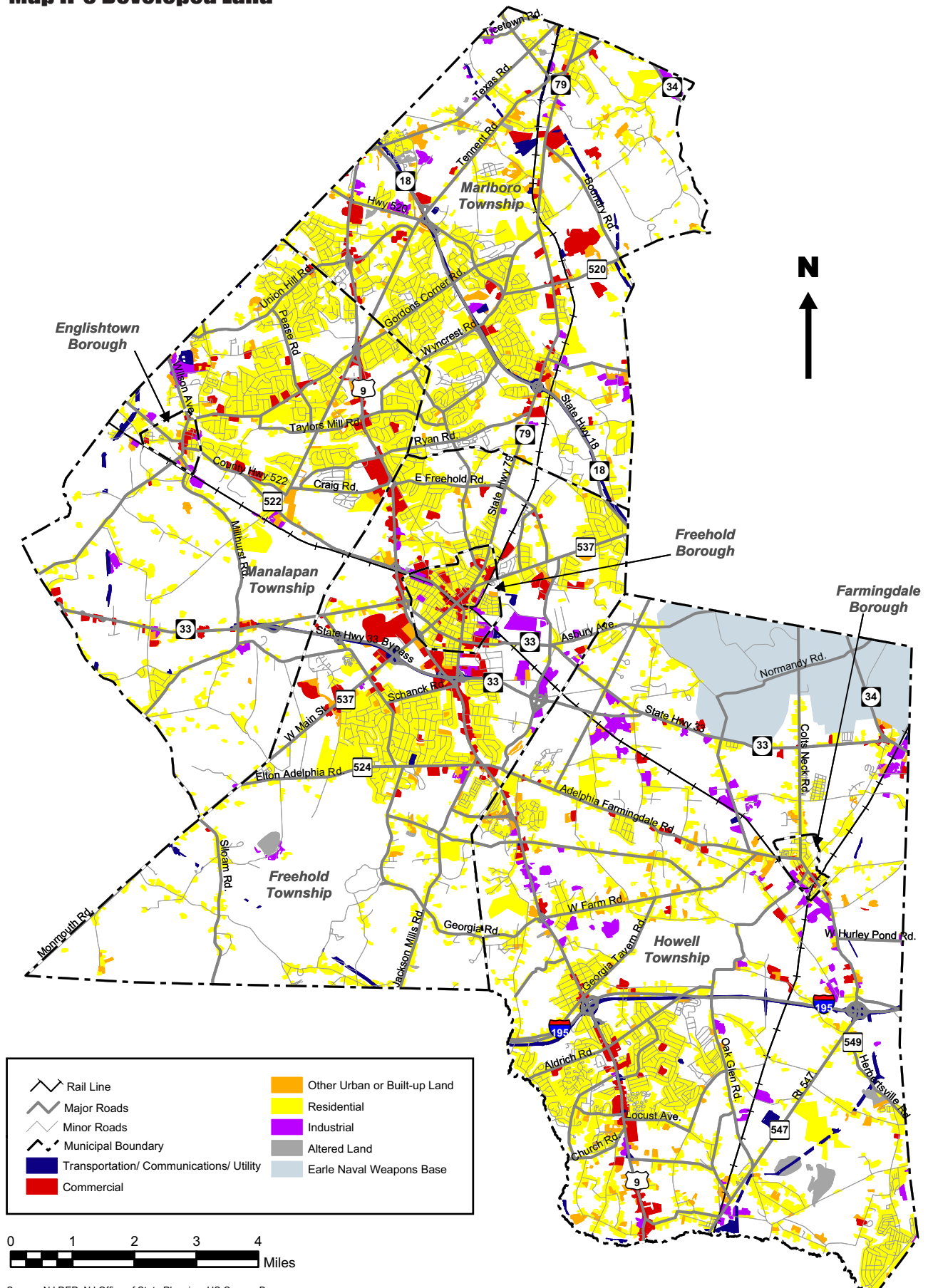
In terms of natural conditions, wetlands pose the most significant constraint to development in the study area. Wetlands cover 54 square miles, or one-third of the study area (Map II-4, Wetlands). Large concentrations of wetlands are found south of Englishtown Borough in Manalapan, in the Turkey Swamp Park area of Freehold Township, and throughout eastern Howell Township, including Earle Naval Weapons Base and Allaire State Park.

### **2.4.2. Farmland and Open Space**

The study area municipalities contain vast swathes of prime farmland (Map II-5). Within Monmouth County, municipalities with the most farmland exhibited the greatest population growth over the last three decades, a trend which was largely shaped by the four townships in the study area. This conversion of farmland into new housing developments is a concern inasmuch as farmland is one of the most significant natural resources in the Western Monmouth Region. It offers attractive views,scapes,



Map II-3 Developed Land



wildlife habitat, and groundwater recharge. Further, unlike many developed land uses, farmland has positive tax benefits.

The amount of preserved farmland in the study area is currently quite small: only 174 acres, with 126 of these in Howell and 48 in Manalapan. An additional 207 acres in Manalapan are under contract to be preserved.

In its Farmland Preservation Plan from September 2000, the Monmouth County Planning Board established the following goals for farmland preservation for the study area municipalities:

**Table II-8: Final (10-Year) Farmland Preservation Goals**

<b>Municipality</b>	<b>Current Agricultural Acres</b>	<b>Preservation Goal Acres</b>
Freehold Township	6,134	1,840
Howell Township	7,357	5,520
Manalapan Township	7,151	5,360
Marlboro Township	3,363	1,010
<b>Total</b>	<b>24,005</b>	<b>13,730</b>

Source: Monmouth County Farmland Preservation Plan, September 2000.



It should be noted that the estimate of current agricultural acres within study area communities is based upon the amount of farmland-assessed acreage in the study area municipalities. This estimate is higher than the number of agricultural acres as derived from NJ DEP estimates. As of 1997, that estimate indicated the following acreage in agricultural use for the four townships:

**Table II-9: DEP Agricultural Lands, 1997**

<b>Municipality</b>	<b>Agricultural Land</b>
Freehold Township	4,901
Howell Township	4,310
Manalapan Township	4,485
Marlboro Township	2,994
<b>Total</b>	<b>16,690</b>

Source: NJ DEP, 1995-1997.

Based upon NJ DEP estimates, it would appear that the Monmouth County farmland preservation goal exceeds available farmland within Howell and Manalapan Townships. However, it should be noted that the agricultural land in the table above does not include agricultural wetlands or harvested forestlands, and that agricultural lands would thus be understated. New development over the last five years has further reduced available farmlands.

Protected natural areas cover significant portions of the study area (Map II-6 – Preserved Open Space). The largest natural areas are:

- Turkey Swamp Park – 2,871 acres
- Monmouth Battlefield Park – 1,836 acres
- Allaire State Park – 1,635 acres
- Manasquan Reservoir – 1,261 acres

The Monmouth County 1998 Park, Recreation and Open Space Plan calls for the County to “continue and accelerate its program of open space acquisition for recreation and resource protection.”



Monmouth Battlefield State Park











The following table provides the status of the farmland and open space preservation fund in each of the four townships:

**Table II-10: Farmland and Open Space Preservation Taxes**

<b>Municipality</b>	<b>Date Passed</b>	<b>Current Tax Rate (\$)</b>	<b>1999 Total Assessed Value (\$)</b>	<b>Approximate Annual Income (\$)</b>
Freehold Township	1996	.010	2,421,688,100	242,168
Howell Township	1999	.010 + \$286,000 set-aside	2,492,362,019	249,236
Manalapan Township	1999	.020	2,037,576,900	407,515
Marlboro Township	1996	.010	2,384,337,750	238,434

Source: Monmouth County Farmland Preservation Plan, September 2000.

The funds raised by these taxes are used by the municipalities to supplement the county share of farmland preservation costs. Traditionally, the County has provided 40 percent of farmland preservation costs, with 60 percent coming from the State.

The County Farmland Preservation Plan lists a wide range of techniques that can be used to preserve farmland. These include:

- Purchase of Development Easements – Landowners sell the rights to develop their farm for non-agricultural purposes.
- Eight-Year Program Initiative – Landowners that agree to keep their land in agricultural production for eight years receive benefits such as cost sharing on conservation projects.
- Installment Purchase – Development easements are spread over a period of time, typically 20 to 30 years.
- Fee-Simple Acquisition – Farmland is purchased; this is seldom used due to high cost.
- Donation – land or development rights is donated.
- Transfer of Development Credits – Development rights are transferred to “receiving zones” with appropriate infrastructure.
- Cluster Development – Residential lots are clustered closer together than would normally be permitted under zoning, to preserve remaining tract as open space.
- Municipal Development Ordinances – An example is the Agricultural Residential District in Upper Freehold, in which 75 percent of a tract must be preserved as farmland.

Freehold Township passed an Open Space and Recreation Plan in October, 1997. That plan does not establish specific acreage goals for open space preservation, but identifies 108 different parcels that will be considered for future acquisition or preservation.

Howell Township adopted an Open Space and Recreation Plan in December 2001. The Plan does not state acreage goals for open space preservation. It recommends developing Echo Lake and Lake Louise as the center of an integrated recreational system. The Plan recommends acquiring easements along the Manasquan River. Finally, it also recommends areas between the railroad right-of-way and West Farms Road, and east of Oak Glen Road and south of I-195, for farmland preservation.

As of June 2001, Manalapan Township was proposing to acquire or preserve 2,044 acres for farmland or open space preservation, in addition to the 1,867 acres currently owned by the State, County or Township. This land is categorized as follows:

- Farmland preservation – 874 acres
- Park and recreation – 378 acres
- Conservation – 619 acres
- State Open Space – 173 acres

The state is making open space purchases in Manalapan as part of its effort to preserve a greenway linking Monmouth Battlefield Park to the state’s other Revolutionary War sites.

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Marlboro passed its most recent Open Space and Recreation Plan in August 2001. The Plan recommends purchasing at least 26 acres by the year 2010 to meet National Recreation and Park Association standards. The Plan identifies 4,921 acres as potential acquisition, including over 2,700 acres of farmland and 2,200 acres of predominantly vacant land. The Plan Map shows parcels totaling 1,550 acres as proposed additions to the Township's Recreation and Open Space inventory.

The Monmouth County Scenic Roadway Plan identifies scenic roadways and lists policies intended to preserve aesthetic features. All municipalities are encouraged to consider these policies in the site design and development review process. Within the study area, scenic roadways are concentrated in western Manalapan, eastern Marlboro and southeastern Howell. Freehold Township has passed its own scenic roadway ordinance. Howell Township is currently preparing a scenic roadway ordinance.

## **2.5. COMMUNITY INFRASTRUCTURE**

### **2.5.1. Sewer**

Sewer service in the study area is concentrated along the Route 9 corridor (Map II-7, Sewer Service). Englishtown, Farmingdale, and Freehold Boroughs are completely sewerred, along with northern sections of Manalapan and Freehold Townships and the southwest portion of Marlboro Township. While some residential areas in Howell adjacent to Route 9 currently receive sewer service through NJ American Water Company, and certain commercial properties on Route 9 have managed to tap into these systems, public sewer service directly along the Route 9 corridor is lacking. Howell adopted a sewer management plan that first concentrates on Route 9 south of Lanes Mill Road, and then focuses on Route 9 to the north. Sections of Route 33 will also be sewerred.

Howell Township would like to focus public sewer service to prevent large housing developments from taking root within the sewer service area. Freehold Township and Manalapan Township are both working to limit growth and are not planning on extending sewer service within their municipalities. The remainder of the region is classified as a discharge-to-groundwater area, particularly in the south where the majority of state and federal parkland is located and development is limited by state planning areas.

The Western Monmouth Utility Authority (WMUA), serving the northern half of the study area, collects wastewater for Englishtown Borough, and portions of Freehold Township, Manalapan Township, and Marlboro Township. Wastewater from the WMUA is treated at the Pine Brook Treatment Plant in Manalapan.

The Manasquan River Regional Sewerage Authority (MRRSA) collects wastewater for Farmingdale Borough, Freehold Borough, Howell Township, and portions of Freehold Township. Once collected, wastewater in the MRRSA service area is pumped south to the Ocean County Utility Authority (OCUA) for treatment at its northern plant. The northern-most section of Marlboro Township is serviced by the Bayshore Regional Sewer Authority (BRSA).

The WMUA is currently operating at 5 million gallons/day, with its capacity set at 6.6 million gallons/day. According to the Wastewater Management Plan being developed by the Monmouth County Planning Office, projected demand for the WMUA Pinebrook plant in the year 2022 should be about 7.28 million gallons/day. The plant is approved for a discharge of 8.8 mgd, which would be adequate to accommodate the increased flow. Plans are currently being developed to increase the plant capacity to 8 mgd.

The OCUA northern plant is operating at 24.69 million gallons/day with a 32 million gallons/day system capacity. Sewage conveyed by MRRSA to OCUA currently runs about 6.26 MGD; according to the Monmouth County Wastewater Management Planning Model, the conveyed sewage is projected to increase to 11.74 MGD by 2022. If this amount materializes, the OCUA northern plant would be close to capacity. There are no plans currently by OCUA to expand capacity at the northern plant.

### 2.5.2. Water

Within the study area, water supply demand and capacity is a most pressing issue in Farmingdale. Current demand in the borough exceeds the state-permitted capacity. Farmingdale's Master Plan recommends limiting future development until an adequate water supply is available.



Freehold Township Water Tower

Water supply for the area is discussed in the 1996 New Jersey Water Supply Plan. Much of the study area east of Route 9 is located in Planning Areas 12 (Navesink/Swimming River) and 13 (Manasquan River), and only a small part of Planning Area 15 (Metedeconk River). As of 1990, PA 12 had a supply of 76 MGD, with a demand of only 62 MGD, resulting in a surplus of 12 MGD. Demand in this planning area is actually expected to decrease in the future. Also as of 1990, Planning Area 13 had a water supply surplus of 13 mgd, and Planning Area 15 had a water supply deficit of -4 mgd.

Although there is a comfortable surplus in Planning Area 12 at the current time, the Water Supply Plan recommends monitoring depletive water use. There is also some potential that local demand will exceed the yield of local surface water supplies. Water conservation may become a larger issue in the future, but saltwater intrusion is not an issue.

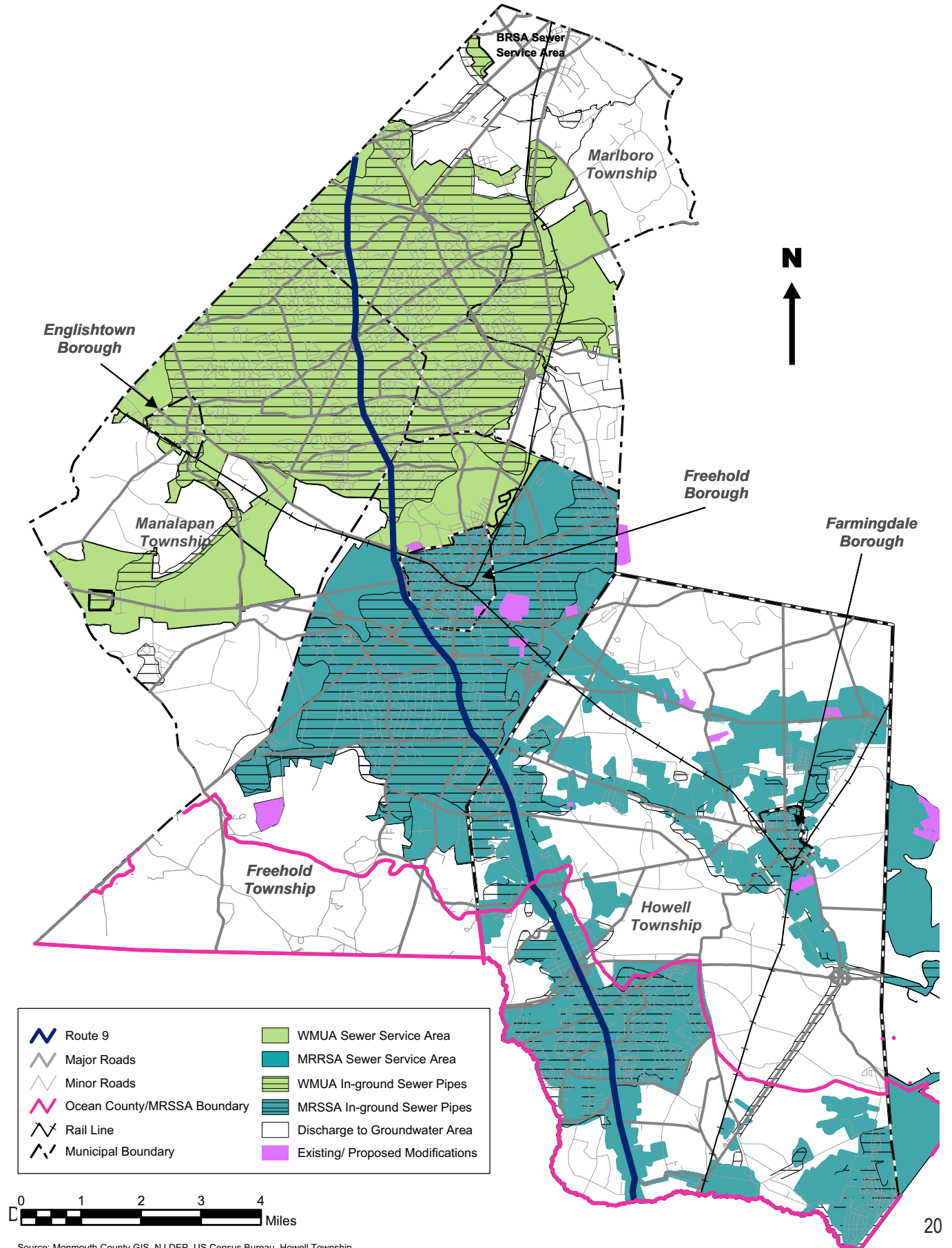
For those areas (particularly in PA 15) where a water supply deficit is verified, the Water Supply Plan recommends implementing a strong water conservation program, comprehensive depletive water use reduction, management of ground water withdrawals, an interconnections project, flood skimming during high flow and aquifer use during low flow, conjunctive water use of shallow aquifers during winter and confined aquifers during summer.

The western section of the study area is located in Planning Area 11. That area experienced a water supply deficit as of 1990 of -28 mgd. However, because there are interconnections with Planning Area 10, which has a large water supply, a regional deficit is not projected for this area until close to the year 2040. The region has also implemented ground water use cutbacks since 1990, and these have been effective in reducing water demand. The Water Supply Plan recommends that water conservation techniques continue to be aggressively explored in this area. Further, the development of a new surface water supply may be needed by 2040.

(It should be noted that since the 1996 Water Supply Plan, NJ DEP has combined Planning Areas 11 and 12 into Watershed Management Area 10, while Planning Areas 12 and 13 have been combined into Watershed Management Area 12. However, no new planning documents have been released under these new designations.)

The water supply in the Monmouth watershed will likely receive better protection as a result of the designation of the Manasquan Reservoir as a C1 waterbody by NJ DEP in April 2003. NJDEP regulations do not preclude development around C1 waterbodies, but developers must comply with the regulation that discharges from proposed developments will not cause a change in surface water quality. It should also be noted that commenters on the NJDEP regulations nominated several other waterbodies in the WMDP study area for C1 protection: the Metedeconk River and its associated reservoir, the Manasquan River and tributaries, and the Manasquan estuary.

### Map II-7 Sewer Service





### 2.5.3. Educational Facilities

The study area is occupied by seven school districts. Englishtown and Manalapan are combined into one district, and all high schools are supervised by the Freehold Regional High School District. While Farmingdale and Freehold Boroughs have room to accommodate growth in school enrollments, school capacity is a concern in all four townships, resulting in the recent and planned construction of new schools and additions throughout the study area. In 2002, school enrollment cumulatively stood at about 98 percent of capacity, and future development in the region will thus lead to the construction of

additional facilities.



Wemrock Brook School under construction.

In the Freehold Regional High School District, three schools are currently over capacity and additions are planned or under construction for each of the six schools in the district. In Freehold Township, enrollment exceeds capacity in six of its seven schools. Howell Township has surpassed building capacities in six of its ten schools, with both middle schools overcrowded. Howell recently passed a referendum to add three new schools to the district, including two elementary schools and one middle school. Following recent construction of the Wemrock Brook Elementary School, capacity is less of an issue in Manalapan than the other townships. Three of the seven schools in the Englishtown-Manalapan school district are slightly over capacity. Enrollment to capacity information has not been provided by the Marlboro School District.

## 2.6. TRANSPORTATION

Transportation is one of the most pressing issues in the study area. In this chapter, an overview is provided of journey to work patterns, followed by a discussion of bus, park-and-ride, and pedestrian conditions. Finally, an analysis of vehicular traffic conditions is provided, both under current conditions, and if population in the study area grows as expected.

### 2.6.1. Commutation Patterns

Many of the communities in the study area describe themselves as “bedroom communities,” and that description is borne out by the 1990 Journey to Work by Destination data. Although about three-quarters of the workers in both Farmingdale and Freehold Boroughs commuted to jobs within the county, no more than about half of the workers in the other municipalities commuted to in-county jobs.

Outside Monmouth County, the most common work destination for all seven municipalities was North Jersey, defined here as every county to the north of Monmouth County. The percentage of residents working in North Jersey varied from 11 to 34 percent.

New York City finished a close second to North Jersey as a work attraction in Marlboro and Manalapan Townships; about a quarter of the workers from both municipalities held jobs in New York. In other study area communities, the percentage of workers traveling to New York ranged from 1 to 13 percent.



View of Route 9.

The ranking of municipalities by percentage of workers traveling to New York is strongly correlated with the percentage of workers using the bus as their primary transportation mode; 13 percent of the workers in Manalapan and 9 percent in Marlboro use the bus, followed by 8 percent in Freehold Township and 5 percent in Howell.

The large majority of workers in each municipality drove alone, ranging from 71 to 78 percent. The percentage of workers carpooling ranged from 9.5 to 12 percent by municipality. Workers traveling by foot or bike ranged from 2 to 6 percent in the three boroughs, and less than 2 percent in the four townships.

## 2.6.2. Bus

Six bus lines pass through the study area. These lines are shown on Map II-8, Transportation Systems; the number of riders boarding and deboarding within the study area on a typical weekday are listed in Table II-11. (Inbound ridership data only is provided for Routes 64/67, 139, and the 135 since these are primarily intended to serve the New York/North Jersey commuter traffic.) NJ Transit Route 139 is the primary line serving Manhattan-bound workers along the Route 9 corridor through the study area. The ridership on Route 139 far exceeds that on other lines in the study area; on a typical day, 2,294 riders within the study area board this line in the inbound direction. (Ridership is likely also quite heavy on the Academy Bus Line route to Wall Street, but ridership data for that line has not been made available. Interestingly, 572 riders on the inbound 139 deboarded within the study area, indicating that Ocean County residents treat the Route 9 corridor as an employment center.



Route 9 transit stop in Marlboro Township.

There are two east-west bus lines in the study area: the 836 and 833. Ridership on the 833, between the Freehold Raceway Mall and Red Bank, is relatively minimal. Ridership on the 836 is more significant, with 190 persons boarding within the study area to travel towards Asbury Park, and 34 boarding to travel towards CentraState Hospital.

**Table II-11: Bus Ridership**

Route	Destination	Ridership*		Date
		On	Off	
64	Jersey City/Hoboken/Weehawken	262	21	1/9/02
67	Newark	168	124	11/7/01
139	New York (Midtown)	2294	572	11/7/01
135	New York	78	3	11/7/01
836	Asbury Park	190	49	11/15/01
836	Freehold	34	216	11/15/01
833	Red Bank	85	21	6/7/01
833	Freehold	15	82	6/7/01
Academy	New York (Wall Street)	N/A	N/A	

\*Boarding and deboardings within the study area.

Source: New Jersey Transit, 2001.

## 2.6.3. Rail

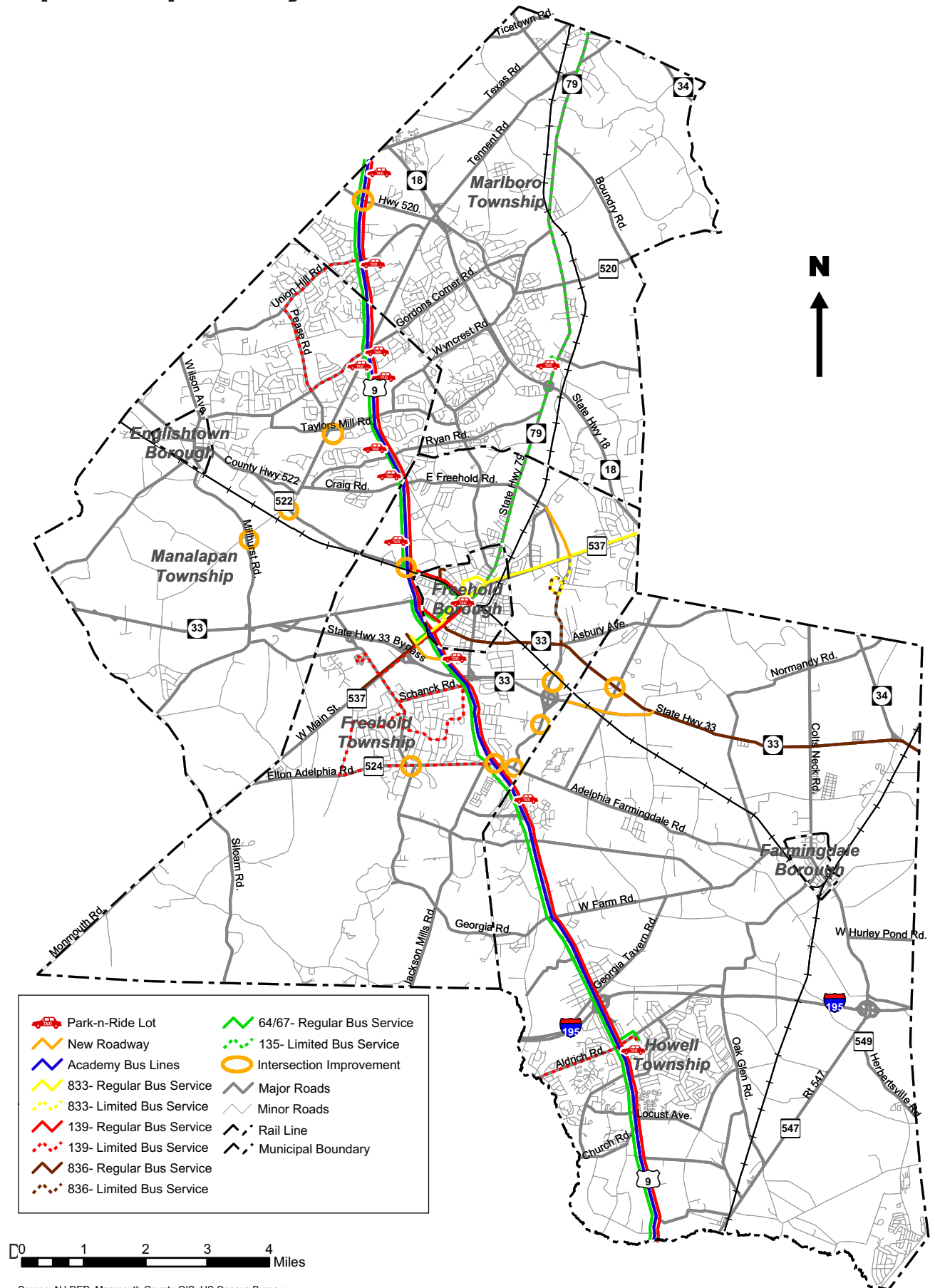
One transportation facility that has the potential to make a significant impact upon land uses in the study area is the proposed MOM (Monmouth-Ocean-Middlesex) rail line, last studied in 1996.<sup>1</sup> An environmental impact study by New Jersey Transit has begun to examine the feasibility of this rail line more thoroughly. The 1996 study concluded that the most feasible locations for a MOM line would be along the Freehold Secondary Branch or the Southern Branch. The Freehold Secondary Branch connects with the Northeast Corridor rail line in Monmouth Junction, enters the study area west of Englishtown Borough,

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<sup>1</sup> NJ Transit, Monmouth-Ocean-Middlesex Counties Major Investment Study, February 14, 1996. Draft.



# Map II-8 Transportation Systems



and passes through Freehold and Farmingdale Borough. The Southern Branch, which extends south from the North Jersey Coast Line at Red Bank, enters the study area northeast of Farmingdale. Either line would head south into Ocean County from Farmingdale. Potential station locations include: the border of Englishtown and Manalapan, Freehold Township, Freehold Borough, Howell and Farmingdale.

Passenger rail stations typically have the effect of increasing property values nearby. Because of their parking needs, and the desirability of placing medium to high density residential uses and commercial uses within close proximity, these stations should ideally be located in existing or proposed centers.

## 2.6.4. Park and Ride

Given the high number of residents commuting to jobs outside the study area – particularly those commuting to New York City and North Jersey – one would expect correspondingly high levels of commuter lots in the study area. As indicated in Table II-12, there are approximately 4,100 spaces in park and ride lots in the study area (not including Best Buy), all within the four townships. About 4,400 permits for spaces in these lots are on file with the clerks of the townships. The amount of over-subscription is even higher than it would at first appear, as 550 of the 4,100 spaces are “day rentals” in lots maintained by New Jersey Transit, leaving 3,550 spaces for the 4,400 permit holders. Despite this seeming disparity, several of the lots have a significant number of vacancies on a regular basis, including Regal Cinema in Marlboro, Schibanoff Road South in Freehold Township, and Aldrich Road in Howell. It is possible that over-subscription could be increased to a greater degree at selected lots.



NJ Transit park and ride lot in Howell.

Table II-12: Park and Ride Lots

	Lot	Spaces		Comments
Marlboro	Regal Cinema (Texas Road)	378	295 permits; Marlboro residents only	\$100/yr
	Cambridge Square (Union Hill Road)	180	164 permits; Marlboro residents only	\$100/yr
	Union Hill Road	485	385 spaces for Marlboro residents; 100 spaces for Manalapan residents, with another 407 Manalapan residents on waiting list	\$100/yr
	Exclusive Plaza (Union Hill Road)	130	130 permits; Marlboro residents only	\$100/yr
Manalapan	Gordon's Corner Road	100	Open to all.	\$1/day; operated by NJ Transit
	Franklin Lane	506	778 to Manalapan residents; 100 to Marlboro residents	\$100/year
	Towne Pointe	145	293 permits; Manalapan residents only	\$100/year
	Symmes Road	300	353 permits; Manalapan residents only	\$100/year
	Best Buy (Craig Road)	Unknown	None required	Free; established by developer with original shopping center
Freehold Township	Freehold Mall	360	535 permits; Freehold residents only	\$45/yr
	Schibanoff Road South	286	325 permits to use either Schibanoff South or Schibanoff North; Freehold residents only	45 daily spaces for \$1/day; others \$45/yr
	Schibanoff Road North	148		\$45/yr
Howell	Strickland Road	450	Open to all	\$1/day; operated by NJ Transit
	Aldrich Road	600+	900	\$100/yr

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As shown on the Transportation Systems Map, the park and ride lots are concentrated almost exclusively on Route 9, with 9 of the 12 lots to the north of Freehold Borough. This is a reflection of the larger percentage of residents in Marlboro and Manalapan Townships (and to a lesser degree Freehold Township), who are commuting to jobs in North Jersey and New York City. There is also a greater demand for the park and ride spaces in these lots; for example, 400 Manalapan residents are on the waiting list for the Union Hill Road lot alone.

Manalapan Township officials are currently investigating the possibility of creating a park and ride lot on Route 33, and have contacted Academy Bus Lines regarding the feasibility of stopping at the Knob Hill Townhouse development. Manalapan officials may also request the developers of Crystal Village retail center to provide a commuter lot.

There is also interest in expanding transit service from the study area municipalities to the NJ Transit station in Matawan. Manalapan would like a bus feeder line to the Matawan station, but NJ Transit has not provided funding. Marlboro was awarded a grant for a commuter line to the Matawan station, but not the funding necessary to plan the route.

The park and ride lots comprise some of the most intense active pedestrian activity sites along Route 9, although the extent of activity is normally quite limited, with the longest walks frequently being from the bus stop and across Route 9 to the park and ride lot during the morning and evening peak hours. Some township officials have expressed concern with the safety of these pedestrian crossings on Route 9. There is evidence that some of the park and ride lot users make mid-block crossings. For the most part, the park and ride lots are located in close proximity to signals, and these crossings are typically provided with crosswalks and pedestrian signal indications. (However, crosswalks and pedestrian signals are absent at many transit stops that lack park and ride lots. This is particularly true of transit stops along Route 9 in Howell Township.)

### 2.6.5. Pedestrian Conditions

Route 9 is highly deficient for pedestrians, for two primary reasons:

- Lack of sidewalks.
- Many land developments are not linked to adjacent properties, through either vehicular or pedestrian facilities.

These two issues are discussed below.

With some exceptions, sidewalks are absent on virtually the entire length of Route 9. This is largely due to the historic development patterns along the roadway; parcels have been developed in isolation, and there was little expectation that customers and employees would access a particular use through walking. As pedestrian generators (such as large retail uses, residences directly off the corridor, or transit stops) have accumulated along the corridor, the opportunities for making pedestrian trips have grown. Because of the lack of sidewalks, it is a common occurrence to see people walking in the



Photo on left shows pedestrian walking north along Route 9 in Marlboro. On right, looking west along Tennent Road in Manalapan from the Towne Pointe community entrance. The roadway has neither a sidewalk nor a shoulder of adequate width, leaving this woman and young girl in uncomfortable proximity to traffic.

roadway, or threading their way through developments' parking lots or along the grass buffers in front. Because of the unpleasant environment for pedestrians, many people choose to drive for trips that would be made by foot in a more urban setting. People without access to motor vehicles have less choice.

Fortunately, the study area also offers many good examples of development links and other pedestrian friendly design. It should be noted that good pedestrian design is a result not simply of the application of appropriate land development standards, but of high-density or mixed-use developments. That is, the presence of sidewalks has less significance if pedestrian attractions are not found within a reasonable walking distance.



Photo on left shows rear of the Towne Pointe shopping center. The tunnel and connecting sidewalk provide a direct link from the shopping center to the Towne Pointe townhouse complex. The photo on right shows the gated entrance between the Raintree Shopping Center and the Raintree residential community in Freehold Township. Residents at Raintree routinely walk to purchase their groceries or other goods at the Foodtown supermarket in the shopping center. Mixed-use developments, or the close proximity of residences to commercial uses, permit residents to perform shopping trips without having to drive.

## 2.6.6. Existing Traffic Conditions

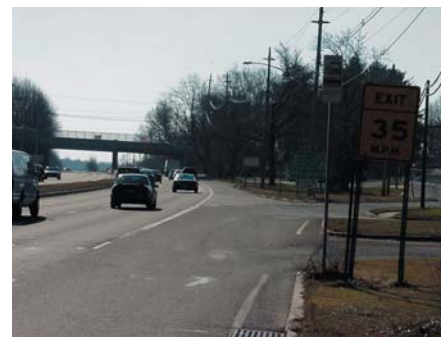
### 2.6.6.1. Current Roadway Features

Route 9 is a four-lane, divided land service roadway throughout Monmouth County. At a number of isolated locations, Route 9 has been widened to provide three (3) through lanes – Ryan Road, Aldrich Road, and New Friendship Road – and four through lanes at the Business Route 33 intersection. According to the New Jersey State Highway Access Management Code, Route 9 throughout Monmouth County has a 6A desirable typical section, which defines the planned cross-section as a six-lane divided roadway with shoulders. The median of Route 9 in the study area north of Casino Drive has a varying width from 10 feet to 36 feet, and south of Casino Drive is a concrete barrier flanked by 3-foot-wide shoulders.

Route 9 serves as a regional arterial for commuter traffic destined for employment centers in counties to the north and New York City. It also accommodates local trips to retail uses along the corridor. Along the 19-mile length, there are 26 traffic signal controlled intersections and six (6) grade-separated interchanges.

Numerous locations along the corridor, both at-grade and grade-separated, are affected both by peak hour traffic demand, and substandard geometric design features. These locations are:

- Route 524 intersection
- Route 79/ Schanck Road intersection
- Route 537 interchange



Route 9.



- Route 522 interchange
- Taylors Mill Road intersection
- Gordon's Corner/ Tennent Road interchange
- Route 520 intersection

NJ Route 33 west of Route 9 is a four-lane divided roadway. It is a limited access roadway from Route 9 to Business Route 33 with grade-separated interchanges and is a land service roadway with at-grade signalized intersections west of Business Route 33.

### 2.6.6.2. Current Traffic Volumes

Daily and hourly traffic volumes have been compiled for the corridor. The Monmouth County 1999 Baseline Conditions Inventory, NJDOT historical data, and traffic studies associated with site plan applications on the corridor were reviewed, and 2001 and 2002 traffic data was collected. Peak hour data on NJ Route 33 west of the Route 9 corridor was also obtained. Data was not available at all 32 locations along the Route 9 corridor and, therefore, traffic conditions were assessed based on observed field conditions.

The average daily traffic volumes (ADT) along the corridor range from a high of 65,400 in Manalapan and Marlboro Townships, to a low of 39,200 vehicles south of Lanes Mill Road in Howell Township. Traffic growth from 1985 to 2000 at various points along the corridor ranges from 30.5 percent to 47.8 percent, or a per annum of 1.75 percent to 2.6 percent, with the higher growth rate experienced north of Route 33. The ADT for Route 33 in Manalapan Township is 22,400.

The weekday evening peak hour was selected as the critical study period for analysis due to commuter demands and retail oriented trips. Current Route 9 peak hour traffic volumes range from 4,410 vehicles at the Route 520 intersection in Marlboro to 2,480 vehicles at the Alexander Road intersection in Howell, as detailed in Map II-9, Current and Future Traffic Volumes. The two-way peak hour volume on Route 33 west of Millhurst Road is 2,170.

### 2.6.6.3. Current Traffic Conditions

A number of locations and segments on the Route 9 corridor experience extensive delays. The operational deficiencies at some locations can be attributed to a lack of capacity on mainline Route 9 and on the cross streets, and substandard geometric features at both at-grade intersections and grade-separated interchanges.

A grading scale referred to as 'Level of Service' (LOS) provides a measure of how well a roadway can accommodate the volumes on that roadway. The level of service is determined by the delay encountered by vehicles, as indicated in the following table. LOS 'D' is typically considered desirable for peak hour traffic operations at urban signalized intersections. Map II-10 indicates current levels of service in the study area.

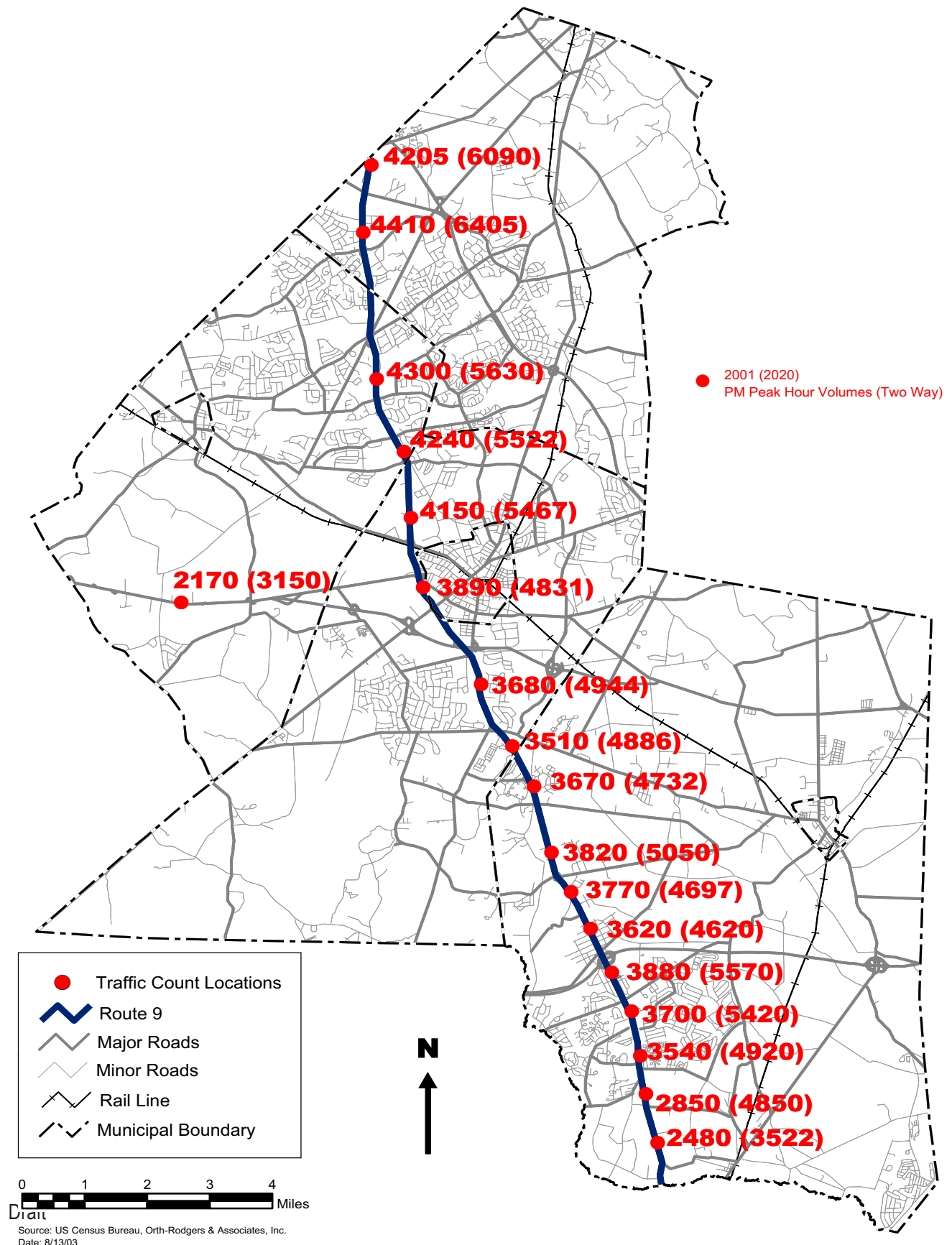
**Table II-13: Level of Service and Expected Delay for Signalized Intersections**

Level of Service	Average Total Delay per Vehicle (seconds)
A	0 to 10.0
B	10.1 to 20.0
C	20.1 to 35.0
D	35.1 to 55.0
E	55.1 to 80.0
F	over 80.0

Source: Transportation Research Board, Special Report 209, 2000.

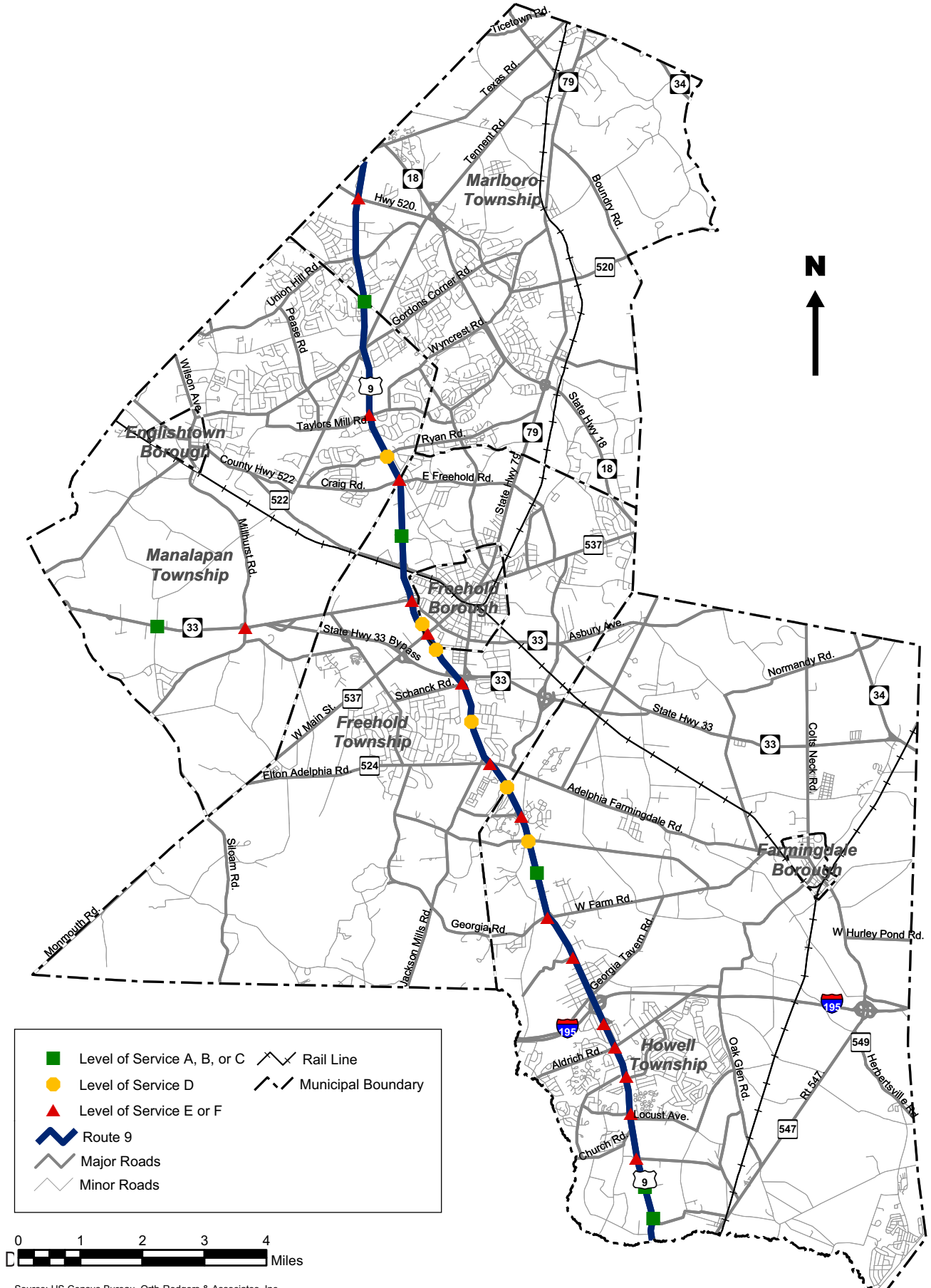
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Map II-9 Current and Future Traffic Volumes





Map II-10, Current Level of Service, PM Peak Hour



Following is a summary of both operational and geometric deficiencies at critical locations:

1. Aldrich Road – Due to the traffic volume demands on the eastbound and westbound approaches, insufficient ‘green’ time is available to Route 9; during the evening peak hour, southbound traffic extends through the intersection of Northwoods Place.
2. Adelphia Road/ County Route 524 – Extensive delays are experienced at this location during peak hour periods due to the volume demands on Route 9 and Adelphia Road. The delays are compounded by the substandard design of the northbound and southbound near-side jughandles.
3. Route 79 and Schanck Road – This location has historically been known for its extensive delays. The operational efficiency is affected by the traffic demands on all approaches, the substandard geometric design of the jughandles, and the acute angle of the intersecting streets of Route 79 and Schanck Road.
4. County Route 522 – The geometric design of the northbound and southbound on- and off-ramps and the substandard lengths of the acceleration and deceleration lanes on mainline Route 9 affect Route 9 traffic flow.
5. Craig Road/ East Freehold Road – This intersection experiences extensive delays for both mainline Route 9 and the east-west approaches. The location of Pond Road, approximately 200 feet east of Route 9, impacts the operational efficiency of this intersection.
6. Taylor Mills Road – There are significant volumes on the east-west approaches. The operations of the near-side jughandles are affected by substandard design; left turns from the jughandles are difficult due to the queuing of vehicles from the traffic signal.
7. Gordons Corner Road and Tennent Road interchange – This complex interchange serves two regional collector east-west roadways, it has the following substandard design features: horizontal alignment of ramps to and from Route 9, substandard auxiliary lanes, and marginal sight distance for unsignalized movements within the interchange.
8. Route 520 – There are significant volumes on the east-west approaches. The operations of the near-side jughandles are affected by substandard design; left turns from the jughandles are difficult due to the queuing of vehicles from the traffic signal.

It is important to note that there are other time periods that experience delay and congestion along the corridor, including the morning weekday peak hour and the Saturday midday period.

## **2.6.7. Future Traffic Conditions**

### ***2.6.7.1. Planned Roadway Improvements***

There are numerous short-term and long-term roadway improvements that have been recently completed or are proposed along and adjacent to the Route 9 corridor, as follows:

**Table II-14 Planned Roadway Improvements**

Location	Project
Lanes Mill Road and Route 9	Addition of lane on eastbound approach - completed
New Friendship Road and Route 9	Addition of lane on northbound approach; addition of lane on jughandle - completed
CR 524 and Route 9	Construct northbound and southbound jughandles
CR 522 and Route 9	Widen Route 9 bridge to provide acceleration/deceleration lanes on Route 9
CR 520 and Route 9	Addition of lanes on southbound, eastbound and westbound approaches - completed
CR 520 and Route 9	Construct northbound and southbound jughandles
Halls Mill Road from Route 33 to CR 524 (Freehold Township)	Realign and reconstruct roadway (NJDOT)
Halls Mill Road and Three Brook Rd (Freehold Township)	Install traffic signal (County)
Halls Mill Rd and CR 524 (Freehold Township)	Install traffic signal at realigned Halls Mill Road (County)
Millhurst Rd and Woodward Rd/Main Street (Manalapan)	Install traffic signal
CR 522 and Tennent Road (Manalapan)	Widen and install traffic signal (County)
Tennent Road and Taylors Mill Road (Manalapan)	Widen and install traffic signal (County)
Trotters Way extension (Freehold T.)	Construct new roadway

The intersection of Route 79/ Schanck Road and Route 9 has been the subject of numerous feasibility studies. NJDOT has proposed to address the substandard weave conditions on Route 9 southbound by eliminating the Route 33 eastbound off-ramp to Route 9 near-side jughandle to Shanck Road, and the left-turn movement from the southbound near-side jughandle onto Shanck Road, through the construction of a far-side jughandle. Further, the alignment of Route 79 and Shanck Road would be improved to optimize traffic flow during peak periods.

### **2.6.7.2. Future Traffic Volumes**

Year 2020 traffic volumes were determined based on planned development activity, County projections for population and employment, and local zoning. Historical traffic data, as well as planned roadway improvements were also considered in establishing future traffic volumes.

By the year 2020, it is anticipated that the volumes on Route 9 will increase by an average of 42 percent. The peak hour traffic volumes on Route 9 are estimated to be highest in Marlboro Township (6,405 vehicles) and lowest in Howell Township south of Alexander Drive (3,590 vehicles). Traffic on a number of local and County roads are expected to increase substantially due to either approved or planned developments within the study area. NJ Route 33 two-way traffic volumes are expected to increase to 3,150 vehicles. Map II-9 depicts current and future traffic volumes for all locations.

### **2.6.7.3. Future Traffic Conditions**

As peak hour volumes on Route 9 increase, so will the levels of congestion. Based on projected 2020 traffic volumes and taking into consideration the short-term and long-term roadway improvements, the majority of signalized intersections along the study corridor will be operating at a Level of Service 'F'. (Map II-11, 2020 Level of Service)

If development continues through the year 2020 as projected, it will be necessary to provide six lanes of travel on Route 9 in order to improve the levels of service at many of the intersections along the corridor. A six-lane roadway is consistent with the NJDOT Master Plan (Desirable Typical Section). Impacts to acquire needed right-of-way would typically be required south of Strickland Road.

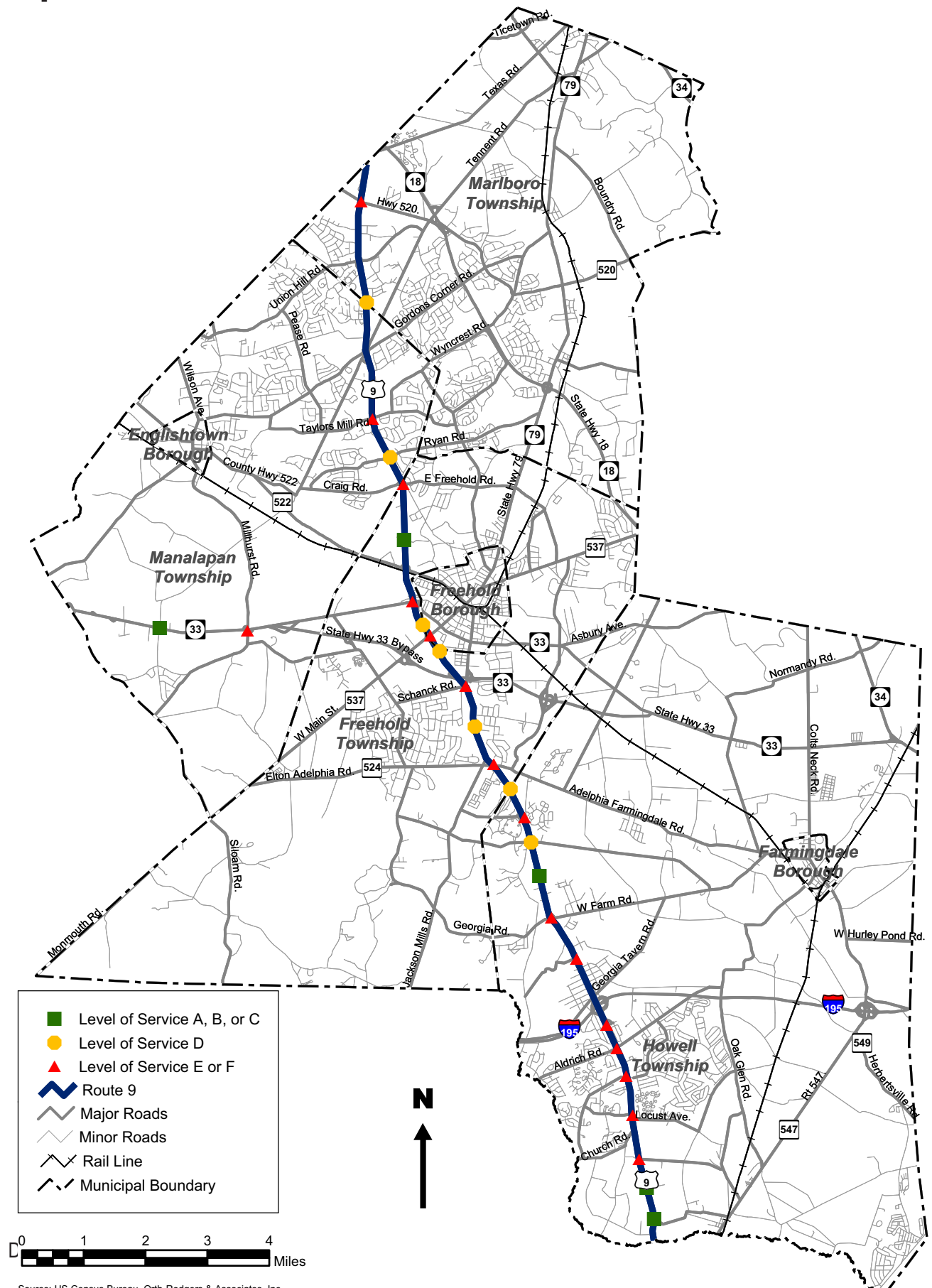
Providing the six-lane cross-section will not resolve all deficient levels of service along the corridor, but as detailed in Map II-

12, 2020 Levels of Service with Improvements, a number of intersections will benefit. However, at intersections such as Route 79 and Schank Road, Route 520 and Aldrich Road, desirable levels of service cannot be achieved.

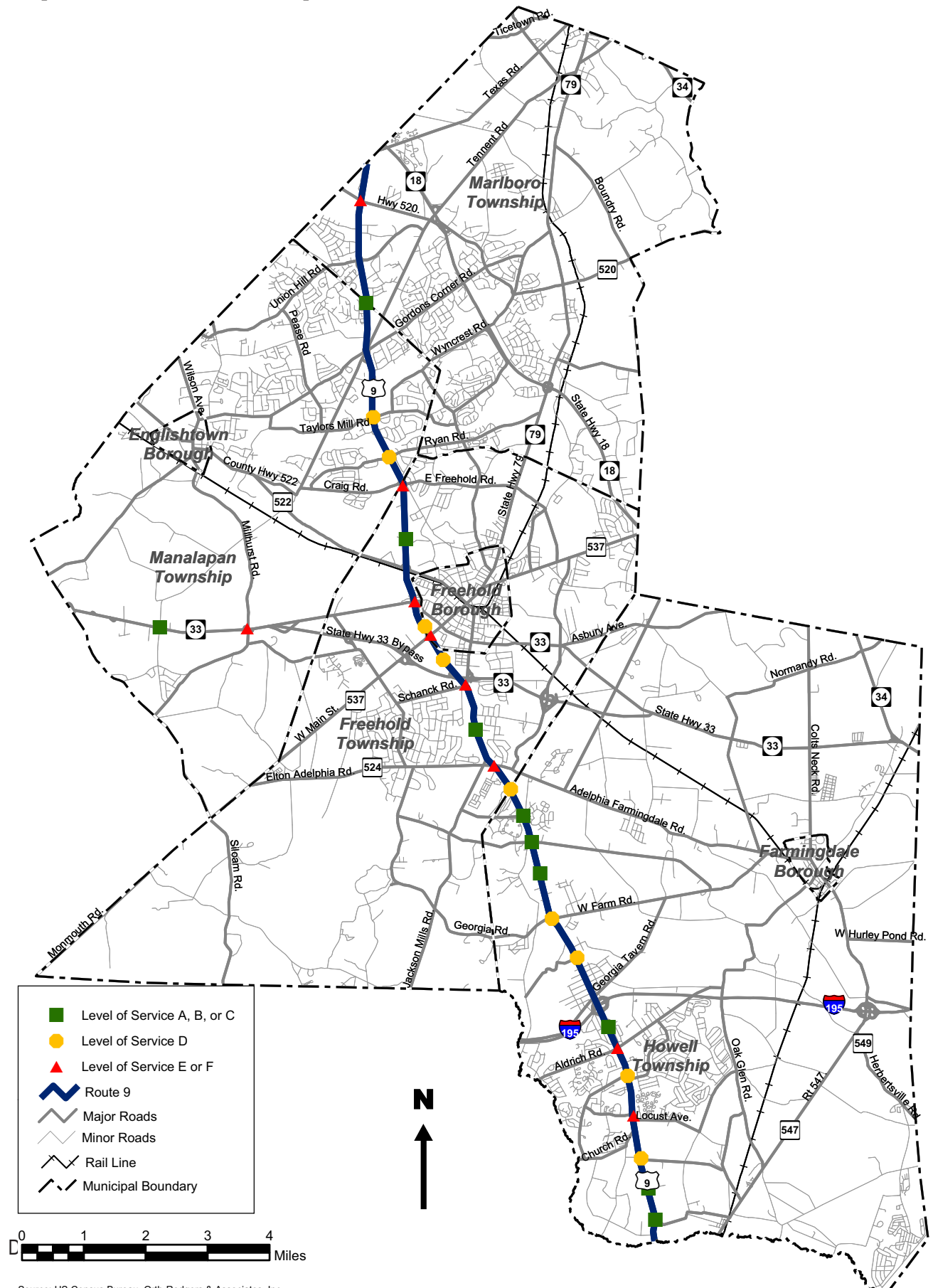
This analysis also considered capacity enhancement to the side street approaches at various locations. To a certain degree, they will help to reduce the delays, but a Level of Service 'D' cannot be achieved. The future traffic volumes at a number of locations exceed the capacity of what can be processed at an at-grade, signalized intersection. Therefore, to provide acceptable levels of service, a grade-separated interchange would be necessary which would have significant impacts on adjacent properties.

It should be noted that many Collaborative members did not agree with the need for expanding Route 9 to six lanes. It is thus recommended that a greater emphasis be placed on alternative transportation strategies; these are discussed in greater detail in Volume 2.

Map II-11 2020 LOS



Map II-12 2020 LOS with Improvements





## **2.7. PLANNING**

### **2.7.1. State Development and Redevelopment Plan**

The State Plan provides policy guidance for the future development of the region. To the extent possible, the Plan recommends directing development into centers, or compact areas, which are at the heart of liveable communities. The plan endorsement process looks at state plan provisions and how they are being addressed by the study area municipalities.

#### **2.7.1.1. State Planning Areas**

The following summarizes the major objectives of each Planning Area identified in the State Plan:

- Metropolitan Planning Areas (PA1) - Provide for State's future redevelopment.
- Suburban Planning Areas (PA2) - Provide for much of future development; redesign areas of sprawl; reverse trend towards future sprawl.
- Fringe Planning Areas (PA3) - Accommodate growth in Centers; protect environs as open lands; provide buffer to less developed Rural and Environmentally Sensitive Planning Areas.
- Rural Planning Areas (PA4 and PA4B) Maintain the Environs as large contiguous areas of farmlands and other lands; confine public sewer and water to, and accommodate growth in Centers.
- Environmentally Sensitive (PA5) - Protect environmental resources through the protection of large contiguous areas of lands; accommodate growth in Centers.

#### **2.7.1.2. Center Designation Process**

Centers are the preferred methods of accommodating growth. Center boundaries are optional in PA1, and encouraged in PA2. Other than to host minor development, centers must be defined in PA3, PA4, and PA5.

The State Plan defines Nodes as large concentrations of commercial facilities not organized in a compact form. Only the Freehold Raceway Mall would likely qualify as a node in the study area. For a more comprehensive look at commercial areas that should be the focus of planning efforts, the Western Monmouth Plan has designated Activity Areas. These are not a State Plan concept, but are intended to be similar to nodes: that is, they are large, primarily single-use commercial concentrations, that should be re-designed to be more compact and to accommodate more diversified uses.

Cores are defined as pedestrian-oriented areas of commercial and civic uses serving the surrounding municipality; for example, the Freehold Borough central business district would be defined as a core.

#### **2.7.1.3. Western Monmouth Region State Planning Areas**

Map II-13 shows the current State Plan Policy Map for the Western Monmouth Region. Other features shown on the Policy Map include endorsed and proposed centers, Critical Environmental Sites (CES) and Historic and Cultural Sites (HCS) and Park and Recreation Areas.

The State Plan defines Centers as Regional Centers, Towns, Villages and Hamlets; these Centers can be, in turn, Designated, Proposed or Identified. Designated and proposed centers are shown on the Policy Map; identified centers are only listed within the Plan. Freehold Borough, a Town, and Englishtown Borough, a Village, are the only designated centers in the study area. There is one proposed center: the Freehold Regional Center. Finally, there are three identified centers: Marlboro Village, Farmingdale Town, and Adelphia Village. Although defined as identified, these centers have not yet been officially designated. The Monmouth County Cross Acceptance Report (1999) also identified the Route 9 corridor as a Corridor Center to be defined, and also recommended that Ramtown be considered as a hamlet.

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The following briefly describes the planning areas and center designations for the study area municipalities.

Englishtown is located in PA2. It is shown as a Designated Village Center on the State Plan Policy Map.

Farmingdale is located in PA1. It is an Identified Town in the State Plan.

Freehold Borough is located in PA1. It is a Designated Town in the State Plan.

A majority of the lands in Freehold Township, and all lands within the Freehold Regional Center, are located in PA2. Virtually all of this PA2 area lies north of CR 524, although there is a large swath between CR 524 and Stone Hill Road. To the north of Freehold Borough, Lake Topanemus anchors a PA3 area, and the Durand Conservation Area helps define a PA5 area. To the south of CR 524, the Turkey Swamp State Lands and Park are bracketed by PA5 areas.

Howell Township has the most diverse planning area arrangement of the seven municipalities in the Western Monmouth Region. Route 9 is the spine of the PA2 area. The northwest and southwest corners are PA3. Route 33, a corridor zoned for highway development, is found within PA4A or PA5; other than Route 9, the latter two areas dominate the Township, with the exception being Ramtown (PA2). Sections of Route 33 in PA4B are shown in a future sewer service area; this inconsistency needs to be resolved in the Plan.

PA2 dominates the section of Manalapan Township north of Route 522, and along Route 33. South of Englishtown is within PA4B. South of Route 33 is in PA4B. No Manalapan Centers are delineated, proposed, or identified in the State Plan.

A majority of Marlboro is in PA2 reflecting existing suburban development along the Route 9, Route 18 and Route 79 corridors. The eastern section of the Township is within PA5, which encompasses the Burnt Fly Bog area. There are some transitional areas in PA 3. Marlboro Village is identified as a Village Center in the Plan.



### 2.7.2. Municipal Plans

The master plans and other planning studies of the study area municipalities were reviewed, with particular attention given to land use, transportation and conservation objectives. Information on municipal planning objectives was also gathered from municipal interviews, as well as the 1999 Monmouth County Cross Acceptance Report and 2001 Monmouth County Municipal Needs Survey findings.

**Table II-15: Municipal Planning Initiatives**

Municipality	Master Plan	Master Plan Reexamination	Other Plans
Englishtown Borough	1990	1995	
Farmingdale Borough	1996	2002	
Freehold Borough	1980	1995; draft in progress	
Freehold Township	1998	2000	Open Space Plan, 1997
Howell Township	1994/1995	2002, 2001	Housing Element 2003; Open Space Plan 2001
Manalapan Township	1991	2003, 2001, 1999, 1994	Open Space and Conservation Plan, 2001; Farmlands Preservation Plan, 2001
Marlboro Township	1997/2002		Open Space Plan, 2001

#### 2.7.2.1. Englishtown

##### *Land Use*

Planning efforts in Englishtown are focused on redevelopment. The Master Plan calls for revitalizing Main Street through the provision of additional off-street parking, streetscape improvements and the rehabilitation of second floor apartments. Redevelopment opportunities are also considered in the General Commercial district along Railroad Avenue near the municipal border.

Englishtown is shown as a designated Village in the State Plan.

##### *Transportation*

Most of the Borough roads are county roads. Congestion on Main Street is a periodic occurrence on weekends, as visitors to the Englishtown Auction and the Old Bridge Raceway pass through the Borough.

##### *Conservation*

A conservation zone for floodplains and wetlands extends through much of the borough; all land within this zone is designated as a conservation easement for permanent open space. Cluster zoning is permitted to accommodate development outside of conservation zones.

#### 2.7.2.2. Farmingdale

##### *Land Use*

Due to state-imposed limitations on water drawdown from the Englishtown aquifer, lands in Farmingdale cannot be developed for residential uses at moderate or high density, and the Master Plan recommends limiting development. Future development will thus focus on revitalization efforts, especially in the village center. The industrial lands along the railroad right-of-way offer future redevelopment opportunities, together with commercial sites on Main Street.

The Borough is shown as an identified Existing Village in the State Plan and is interested in center designation.

*Transportation*

The Borough supports the MOM line, but would not like to see a station in Farmingdale due to limited space available and increased traffic. Residents have expressed interest in seeing a bike path connect the Borough to Allaire State Park, and other bike facilities. With the high number of retirees in the Borough, a bus shuttle to the train station and other activity centers is considered desirable to explore.

*Conservation*

The Borough ordinances encourage conservation easements along stream corridors, which do not permit grading, or removal of vegetation.

**2.7.2.3. Freehold Borough**

*Land Use*

Freehold Borough actively promotes downtown revitalization through its Special Improvement District, and commercial activity downtown has picked up in recent years. Although continued economic revitalization is desirable, the Borough would not like to see large scale structures or intensive development in its downtown.

The Borough has received Regional Contribution Agreements to support housing rehabilitation and new construction. The Borough is considering allowing professional offices along West Main Street, and retail uses on Throckmorton Avenue.

Several vacant industrial properties at the end of Mechanic Street, along the Freehold Southern Branch rail line, are slated for redevelopment as a skating rink. This tract is within walking distance to the downtown, offering unique redevelopment opportunities.

Freehold Borough is a designated Town in the State Plan.

*Transportation*

The Borough experiences traffic congestion downtown due to the convergence of Route 79 and CR 537, but the future diversion of trips onto the Freehold bypass ring road (Kozloski Road) may improve conditions. Due to limited land downtown, the Borough has considered building a parking deck. Freehold has supported the MOM line in the past, but there is concern that traffic generated by a rail station downtown may add to congestion.

The Borough supports using the abandoned Freehold-Matawan railroad right-of-way for regional walkways and bikeways.

*Conservation*

A minimum setback is required to conserve stream corridors.

**2.7.2.4. Freehold Township**

*Land Use*

A Regional Center has been planned within Freehold Township to provide a diversified employment and tax base. Its location at the intersection of Route 9, Route 33 and Route 79 provides access to a regional highway and transit system. It would also include Freehold Borough and Howell Township. The boundaries of the Western Monmouth Regional Center are to be confirmed.

The Township has adopted zoning ordinances for mixed non-residential use developments including the Village Center Zone. However, residential uses are not permitted in these zones.

There are some areas suitable for redevelopment along Route 9, including Gordon Lumber, the Freehold Mall, and the Pathmark Shopping Center. The Township would like to develop more attractive design standards for commercial development, possibly of a colonial theme.

A low-density zone (10 acres) was recently established for the area around Turkey Swamp, which is consistent with State Plan policies for PA5 areas. Land around the Lake Topanemus Watershed in the northern section of the Township has recently been downzoned to 3-acre lots with no public sewer extensions.

#### *Transportation*

Freehold requires linkages of parking between individual commercial lots. Certain pedestrian and road connections between residential and commercial developments have met with neighborhood opposition. The County is acting to install new sidewalks along CR 537 proximate to Freehold Raceway Mall.

#### *Conservation*

The 2000 Master Plan Reexamination Report recommends protecting sensitive environmental features within the Metedeconk and Toms River watersheds in southern Freehold Township. Both watersheds are designated as non-service areas for sanitary sewer by the Water Quality Management Plan. Freehold has instituted several conservation ordinances including the protection of groundwater, floodplains, and the headwaters of streams, and a Heritage tree ordinance.

### **2.7.2.5. Howell**

#### *Land Use*

The three growth areas identified in the Howell 1994 Master Plan include Ramtown, Adelphia and Candlewood; residential growth in recent years has coincided with the first two areas, and has also occurred in West Howell. Outside these centers, and the commercial and high-density residential developments concentrated on Route 9, Howell's policy is to permit residential development at low to very low density. The 2001 Reexamination makes a blanket recommendation for reducing the intensity of development on all undeveloped lands, and for retaining the Township's rural character. Significant areas of the Township have been downzoned since the 2001 Reexamination. The 2001 Master Plan Reexamination cited concerns over "rolling sprawl" in the areas of Howell covered by one-acre zoning. Developers have found the two-acre zoning with one-acre cluster to be desirable.

The sanitary sewer service area is seen as the prime support of growth management policies by limiting future development outside of the growth centers. Improved sanitary sewer service is being planned for Route 9 (with an initial focus to the south of Lanes Mill Road) and Route 33 to encourage future non-residential development.

The 2001 Master Plan Reexamination recommends creating a "Main Street" image along CR 524 (Adelphia Road). Adelphia is currently shown on the State Plan as an identified Existing Village. The 2002 Master Plan Reexamination recommends creating an Adelphia-Ardena historic district. The Township has supported extension of the Western Monmouth Regional Center into Howell along Route 33.

#### *Transportation*

The 2001 Reexamination Plan states that the issue of a future rail station needs to be re-examined, given NJ Transit plans for the MOM line. Pedestrian connections have been waived in many residential developments. Connections from residential areas to commercial centers also need to be addressed.

#### *Conservation*

The 2001 Master Plan Reexamination recommends establishing an Agricultural/Rural Conservation (ARC) district for actively farmed lands. The 2001 Plan also suggests removing cluster development as an option in ARE-2 and ARE-3 districts not served by sanitary sewer and potable water facilities. Some residents believe that the cluster ordinance has been lenient

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in allowing the creation of higher residential densities. While cluster development mechanisms do not necessarily increase density, they are an appropriate development tool.

The 2001 Open Space Plan and Recreation Plan recommends encouraging the retention of farming areas south of the railroad right-of-way to West Farms Road, and the area east of Oak Glen Road south of I-195. The Planning Incentive Grants (PIG) study has designated lands in the northwest section of the Township as being priority acquisitions.

#### **2.7.2.6. Manalapan**

##### *Land Use*

The Township Master Plan promotes an established suburban development pattern in the northern Township; rural development of low density residential and agricultural uses west of Millhurst Road and south of the Route 33 corridor; and planned residential and non-residential development along Route 33 corridor. Route 33 has been planned as a Special Economic District (SED) to provide for the opportunity of high-end jobs. The 2001 Master Plan Reexamination recommends establishing the Village Commercial district on Route 33 as a Planned Commercial district, partly with the goal of preventing development of a typical big box center.

A high priority is given to the preservation and conservation of open space. Largely following recommendations made in the 2001 Master Plan Reexamination, Manalapan established a Residential Environmental district with 3-acre zoning, and a Rural Agriculture district with 4-acre zoning. It also created a farmland preservation subdivision, in which 70% of the tract is permanently preserved through an easement purchase, and in which the remaining 30% could be developed, with residential density not exceeding 50% of the total gross density.

No Centers are currently identified in Manalapan.

##### *Transportation*

Residents are concerned that traffic volumes have increased on back roads in Manalapan due to motorists avoiding Route 9. The Township has lowered density in certain areas to reduce additional traffic. Although there are five park and ride lots – more than any other study area municipality – there is unmet demand for spaces. The Township supports the provision of direct bus service from Township commuter lots on Route 9 to the Matawan rail station but is not interested in running a shuttle service itself. Potential bus service with commuter parking along Route 33 to support planned development such as Knob Hill, the Villages, and the Battleground Country Club is currently being pursued. The Township is pursuing incorporating commuter lot facilities into future development along Route 33, such as the planned Crystal Village retail center.

The Township requires connections between shopping centers; pedestrian connections to commercial uses may be considered but are not required by ordinance. The Township has submitted an application to NJ DOT Transportation Trust Fund to construct missing sidewalk linkages.

The Township supports the Freehold Secondary Branch MOM line, but would prefer that the station be located outside the municipality.

##### *Conservation*

The Township's recently adopted Open Space and Conservation Plan and Farmland Preservation Plan supports acquisition and preservation of over 2,000 acres of farmlands and open space. The 2001 Plan supports interconnected system of open space greenways along the creeks and from Monmouth Battle Field as part of the Crossroads of the American Revolution Greenways Project. Manalapan has stream corridor protection, slope protection and landmark protection ordinances in place.

### **2.7.2.7. Marlboro**

#### *Land Use*

The Master Plan calls for maintaining low density in the east and west central portions of the Township, and for decreasing the residential density in undeveloped parts of the Township.

Marlboro has a significant redevelopment option with the closure of Marlboro State Hospital. The property is currently in the Agriculture/Land Conservation zone, which permits 10-acre lots. The Township is pursuing acquisition of the property from the State for redevelopment of core property for corporate offices, conference center, golf course and high-end retail, with adaptive reuse of other buildings for municipal or educational uses. Limited residential uses are desired by the Township. Because of the environmentally sensitive features on the site, the Township is not interested as designation of this property as a Center.

The Marlboro Village Center has been identified in the State Plan. This area is being renovated through private initiatives.

#### *Transportation*

Marlboro supports improved bus transportation, and received a grant for initiating a commuter shuttle to Matawan Train Station; however, Township lacks funding for route planning. There is a strong demand for parking spaces – from both Marlboro and Manalapan residents – at the commuter parking lots along Union Hill Road. The Township supports the MOM rail line, but not on the abandoned Freehold-Matawan branch.

Township does not currently require pedestrian connections between commercial centers, or between residential and commercial areas. Pedestrian crossings of Route 9 have been identified as a significant problem, particularly by the commuter lots.

#### *Conservation*

There are no lands currently planned for agriculture easements or acquisition. The Township is seeking to acquire land or easements along stream corridors, and to acquire environmentally sensitive land in other areas. The 2001 Open Space Plan identifies about 2,700 acres of agricultural land, and over 2,000 acres of vacant land for potential acquisitions.

The Township supports clustering to preserve agricultural lands and has an agriculture land conservation zone; however, the Township does not permit non-contiguous clustering.

## **2.8. DESIGN**

Key design issues have been identified based on a review of existing municipal master plans; analysis of GIS data assembled during the course of this study; discussions with the TAC, Collaborative and key municipal officials; and visual surveys.

### **2.8.1. Description of Existing Environment**

The development pattern of Western Monmouth today reflects the strong influence of transportation corridors. Successive changes have divided the region into a series of diverse, yet distinct physical environments – “places.” Five types of places can be found in the region:

#### **2.8.1.1. Mixed-Use Places**

These are environments where live, work and play activities are interrelated creating a pedestrian-friendly environment that encourages social interaction. Mixed-use places provide the full range of services within a 5-10 minute walk of every residence. These services might be a bank, a post office, a grocery store, personal services, or a park. Typically, these

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Farmingdale Borough.



Freehold Borough.



Englishtown Borough.

environments also offer a range of different modes of transportation, such as bicycle, bus, or train to substitute automobile dependence for commuting.

### 2.8.1.2. Auto-Oriented Commercial Places

These are typically single-use areas, accessed by highways and not friendly to the pedestrian. In contrast with the green suburban residential areas that they serve, these places are laid out as strip malls, which consist of retail and commerce in one long building, typically with a narrow parking area directly in front of the stores. They might also be enclosed, as shopping malls surrounded by a large parking area.



Suburban Retail.





Suburban Office.

### **2.8.1.3. Auto-Oriented Residential Places**

These are single-use, low-density residential places. Typically, residents are completely dependent on the automobile for almost all daily activities. In Western Monmouth, new residential developments have been largely responsible for depletion of farmland and open spaces.



Marlboro Township.



Howell Township.

### **2.8.1.4. Rural Places**

These are composed of open spaces and farmland in a continuous landscape. The continuity of these areas in the region is being broken, due to developmental pressures, which includes new roadways and billboards, and new residential and commercial developments.



Farmland in Manalapan Township.

### 2.8.1.5. Industrial Places

These areas are concentrated along railroad lines and are composed of large tracts of land with warehouses. Some industrial buildings have been abandoned.

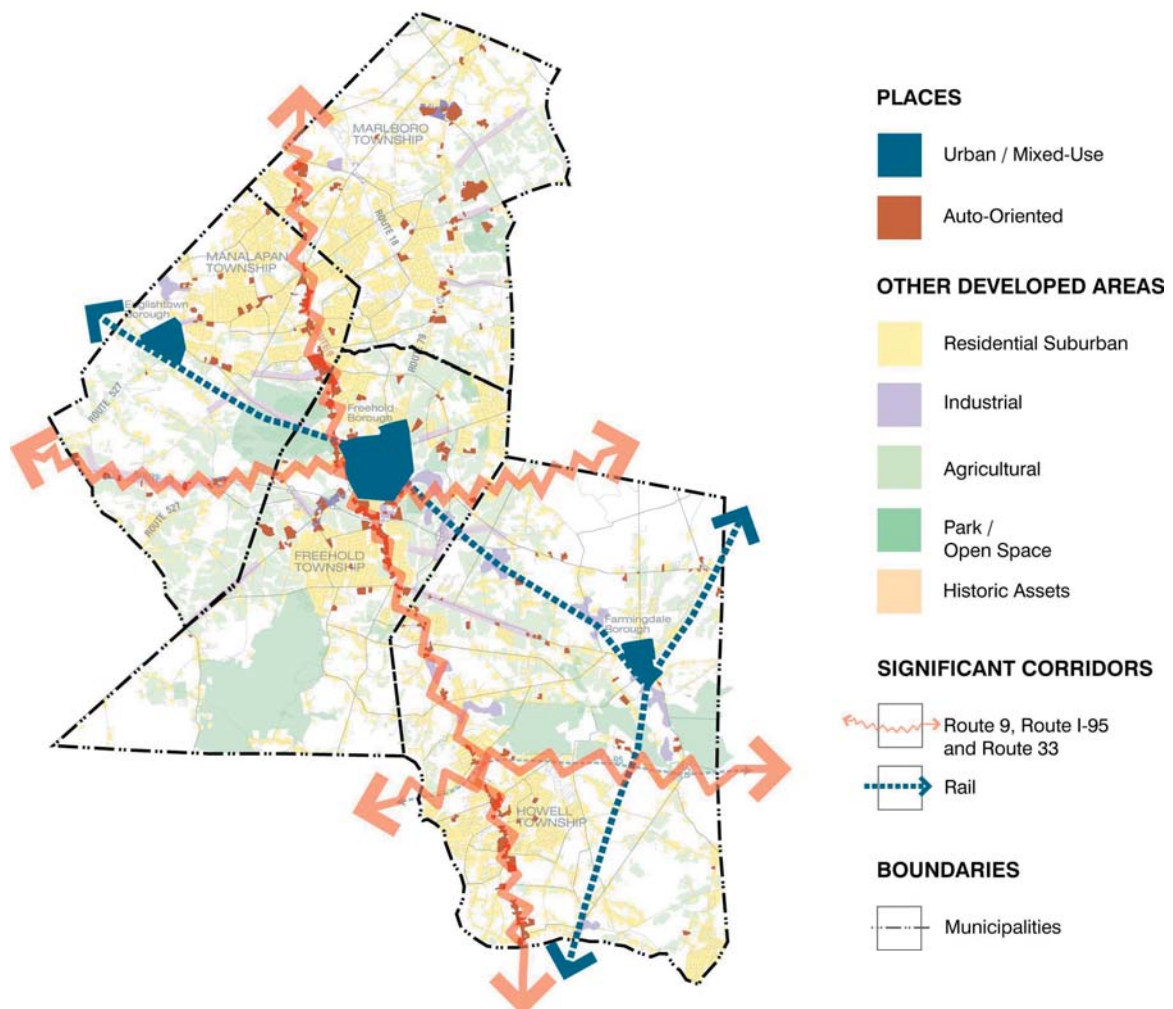


Industrial area in Freehold Township.

### 2.8.2. DESIGN ASSESSMENT

Three factors currently influence the built form, or “design” of the Western Monmouth area –influence of corridors (such as Route 9), development regulations (zoning) enforced by the seven constituent municipalities of the area, and a general preference for low-density and single-use environments (sprawl).

## Map II-14 Design Assessment





### **2.8.2.1. Transportation Corridors**

The study area's various corridors have different types of visual impact depending on their functional and physical characteristics. The most dominant are the highway corridors, followed by rural roads, main streets, rail corridors and greenways. Each of these types of corridors define the image of the study area and their key features are described below.

#### *Highways*

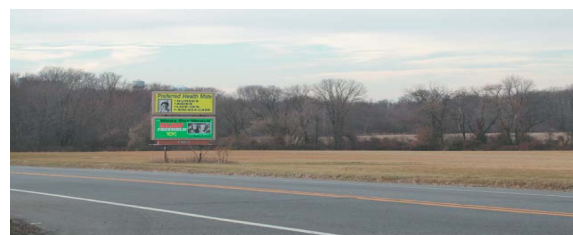
These are roadways such as Route 9, which although originally designed to rapidly move large numbers of automobiles through the region, have become the "commercial center" of the seven municipalities in the study area. Farmlands adjacent to these corridors have almost all been developed with low-density auto-oriented commercial uses and single-use residential enclaves. The right-of-way of such corridors is visually inconsistent and there is little or no provision for modes of transportation other than personal automobile and bus.



Route 9 in Manalapan.

#### *Rural Roads*

This category represents the majority of the roadways in the study area, and adjacent farmlands, vacant lands, or other open spaces define their visual character. However, their rural character is at risk of being gradually obliterated by intrusive billboards and auto-oriented development similar to the pattern of development along the highways.



Farmland with billboard in Manalapan.

#### *Main Streets*

These are the former commercial, cultural and civic heart of the pre-war communities of Englishtown, Freehold Borough, and Farmingdale Borough. Typically narrower than the previous two corridor categories, these corridors were designed to provide a mixed-use and pedestrian-friendly environment. Their mixed-use structure provides a dynamic setting for human interaction, where pedestrian traffic is generated because of the diversity of activities. Adjacent development is pedestrian-oriented, with buildings typically built-to the right-of-way. Proliferation of auto-oriented growth along the highways has eroded the vitality of some of these corridors, which have experienced some disinvestments (vacant upper stories). New development along these corridors has a tendency to be more automobile-oriented, which adversely impacts their historical image.

#### *Rail Corridors*

Several rail corridors cross the study area. The Freehold Secondary and Southern Branch continue to be used for freight, with the exception of one segment between Halls Mill Road in Freehold Township and the western border of Farmingdale Borough. Some adjacent lands continue to be used for industrial purposes and the overall visual character of these corridors is defined by these uses and abandoned rail infrastructure.



Street in Farmingdale.

*Greenways*

Several greenways are planned throughout the area to provide opportunities for bicycle, pedestrian and other recreational circulation. Although not a prominent feature now, these corridors may take on greater definition with future land purchases/easements.

Recent development in western Monmouth shows a pattern that is dictated by the functional characteristics of these corridors. In most municipalities within the study area, commercial uses are distributed along Route 9. Approximately 62% of the land fronting Route 9 is zoned commercial, and 75% of developable land areas along the corridor have already been developed. The auto-oriented developments with commercial land uses are starting to spread beyond Route 9 to Route 33 and other regional roads. The image of these regional corridors and the former rural roads has changed dramatically over the past two decades, as population has increased and commercial developments have expanded.

**2.8.2.2. Development Regulations**

Municipalities directly regulate the pattern of development in Western Monmouth through the land use element of their master plans and zoning ordinances. Policies of state agencies such as NJ DOT and NJ DEP also impact the form of development; however, this is limited to issues of roadway performance and protection of environmental resources respectively and there is little planning coordination between municipal land use policies and transportation system planning. The State Development and Redevelopment Plan provides overall guidance to municipalities, who are under no obligation to follow the provisions of the Plan. The County of Monmouth's role is similarly limited in scope.

Zoning ordinances and the land use classification utilized by each municipality in the region have not been successful in controlling the pattern of development along the highway corridors. Most post-war growth in the area has occurred along the highways and the pattern of development is responsive to the automobile orientation of these corridors. Existing development regulations support this pattern.

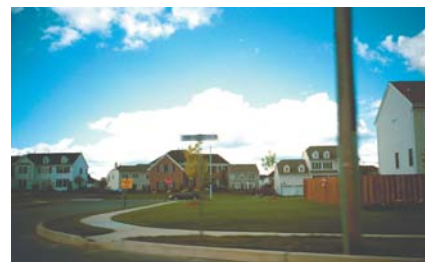
Exceptions to this regional trend are found in the three boroughs – Freehold, Englishtown and Farmingdale – that, in different scales, provide for a mixed-use pedestrian-oriented environment. These three centers emerged with the implementation of the former rail corridor that connected western Monmouth with the Northeast Corridor line and the New Jersey Coast line.

**2.8.2.3. Development Patterns**

With the exception of the three pre-war settlements (Freehold Borough, Englishtown Borough, and Farmingdale Borough), the development pattern in Western Monmouth has emerged in response to strong citizen preferences for low-density and single-use environments. Two dominant patterns exist and trends indicate continued expansion of these patterns:

*Suburban Residential*

Usually located adjacent to an extensive roadway system, these residential areas are characterized by a low intensity of development that occurs where developable land is available. Current development patterns in these areas are almost entirely dependent on the automobile for transportation. Scattered subdivisions and employment centers offer few points of community interaction. This development type extends sprawl, focusing on the same single-use development, in response to developer and market demand and local zoning requirements.



Freehold subdivision.

*Suburban Commercial Strip*

Focused on serving suburban developments in the region, these corridors are dominated by the automobile. Characterized by large parking areas and linked to the residential zones by an extensive roadway system, these commercial strips frequently have considerable problems with congestion in peak-hours. The environment is unappealing because of congestion and lack of

of connections between adjacent developments along the same corridor, which requires users to reenter the corridor even for short local trips. There are also no pedestrian connections among different commercial developments; users have to drive from one destination to another even if they are within walking distance.

The factors that influence development will likely result in continuance of the existing development trends unless proactive planning is initiated. The regional plan process encourages a new approach in keeping with smart growth concepts through an examination of design alternatives for each municipality. These choices will determine the future vision for the region.

## **3.0 Build-out Analysis**

### 3.0. BUILD-OUT ANALYSIS

#### 3.1. DEVELOPABLE LANDS

As of 1995, there were approximately 30,000 acres of developable lands within the study area municipalities, as shown in Table 7. (Map III-1, Developable Lands, shows the location of all developable lands in the study area. These are lands that are vacant or in agricultural use, less wetlands and, where known, development protections such as government ownership or easements.)

**Table III-1: Developable Land Status, Year 1995**

	Composite Zoning Category (in Acres)							Total Developable Acreage	% of Total
	Single Family Residential	Multi-family Family Residential	Mixed-Use	Commercial	Office Business	ROWL	Industrial		
Englishtown Borough	0	0	69	0	0	5	0	74	20%
Farmingdale Borough	7	0	0	0	0	0	0	7	2%
Freehold Borough	12	6	0	6	0	0	25	49	4%
Freehold Township	5,756	105	7	51	452	87	495	6,953	28%
Howell Township	9,975	199	0	403	330	720	0	11,627	29%
Manalapan Township	3,721	274	564	381	248	0	669	5,857	30%
Marlboro Township	4,629	215	13	181	161	0	322	5,521	28%
<b>Total</b>	<b>24,100</b>	<b>799</b>	<b>653</b>	<b>1,022</b>	<b>1,191</b>	<b>812</b>	<b>1,511</b>	<b>30,088</b>	<b>29%</b>

Source: Monmouth County Planning.

Within the four townships, acreage of developable land varied from about 5,500 in Marlboro to 11,600 in Howell. These estimates are likely to differ from developable land estimates produced by each municipality, as municipal estimates are typically derived from tax assessment records. The estimates in this Plan, on the other hand, are based upon DEP calculations, which are derived from an analysis of aerial photographs. It should also be emphasized that the developable lands estimate is from 1995, as that was the base year for DEP aerial photographs. Monmouth County Planning Department prepared these estimates as part of a wastewater management planning model; they will be updated on a periodic basis in the future.

It should further be noted that the estimates of developable lands in the three boroughs in the study area are much less meaningful than estimates for the townships. Much of the housing units and employment created in the boroughs in the future will be redevelopment projects, and will thus not consume developable lands, or “greenfields.”

#### 3.2. PLANNED DEVELOPMENT ACTIVITY

Based on planned and approved site plan and subdivision developments within the study area, over 6,000 housing units are currently planned or approved for the Western Monmouth Region. Assuming that average household sizes remain stable into the future, approximately 11,600 new housing units will be needed to accommodate the projected population growth in the region through 2020. Slightly more than half of these units are thus currently planned.





### 3.3. CAPITAL NEEDS ASSESSMENT

A capital needs assessment was conducted for the Western Monmouth study area to determine the potential costs of growth in the region through the horizon year of 2020. It should be emphasized that these costs are based upon population and employment projections over a 25-year period, and thus are intended to be no more than an “order of magnitude” estimate of the costs of development.

Projections for population (Table III-2) and employment (Table III-3) in the horizon year of 2020 were prepared by the Monmouth County Planning Office, as part of a project to establish a Wastewater Management Plan model. Orth-Rodgers & Associates assisted Monmouth County with data entry for the build-out analysis for this model. The model used 1995 as its base year, which thus also serves as the base year for this capital needs assessment. As indicated, it is projected that population in the Western Monmouth region will rise from 147,000 to 200,000, or a 36 percent increase, between 1995 and 2020. Employment is expected to grow at a faster rate: from 46,000 to 67,000, or a 46 percent increase.

The results of the capital needs assessment are shown in Table III-4. As indicated, it is anticipated that for the period 1995 through 2020, roughly \$200 million (in constant 2003 dollars) could be spent on sewer infrastructure in the study area, with \$120 million for public sewer and \$80 million for septic. Sewer costs within the townships of Freehold, Manalapan and Marlboro are projected at about \$42 to \$44 million each, although the division among public sewer and septic costs is very different within the three townships. (It should also be noted that developers would pay for much of the sewer installation, and the costs in Table III-4 do not necessarily represent municipal expenditures.) Howell Township is projected to spend the highest amount on sewer, at \$68 million, which is not surprising given that it is the least developed of the seven study area municipalities. For this same reason, Howell Township is also projected to have the highest school and road costs through the year 2020. Sewer costs for the three boroughs are relatively insignificant.

Local road improvements are projected to cost roughly \$86 million between 1995 and 2020. As is true of sewer, costs within the three townships of Freehold, Manalapan and Marlboro are projected to fall within a relatively narrow range, of from \$17 to \$19 million each. Road costs in Howell are anticipated to be about \$32 million. Local road costs in Freehold Borough are projected at \$950,000, with minor costs in the other two boroughs. Many of the road costs would be borne by developers.

School costs are projected at \$229 million. Freehold, Manalapan and Marlboro once again fall within a narrow range, at \$49 to \$53 million each. Howell is anticipated to spend \$75 million.

**Table III-2 Projected Population 1995-2020**

	1995	2020	Change 1995-2020	
			Number	Percent
Englishtown Borough	1,443	1,977	534	37%
Farmingdale Borough	1,539	1,557	18	1%
Freehold Borough	10,902	11,219	317	3%
Freehold Township	27,812	37,813	10,001	36%
Howell Township	43,049	59,959	16,910	39%
Manalapan Township	30,783	43,775	12,992	42%
Marlboro Township	31,773	43,913	12,140	38%
<b>Total</b>	<b>147,301</b>	<b>200,213</b>	<b>52,912</b>	<b>36%</b>

Source: Monmouth County Planning Department, Wastewater Management Plan, 10/23/02.

**Table III-3 Projected Employment 1995-2020**

	1995	2020	Change 1995-2020	
			Number	Percent
Englishtown Borough	417	645	228	55%
Farmingdale Borough	225	225	0	0%
Freehold Borough	9,030	9,386	356	4%
Freehold Township	13,941	20,233	6,292	45%
Howell Township	8,696	15,054	6,358	73%
Manalapan Township	6,474	9,416	2,942	45%
Marlboro Township	6,895	11,782	4,887	71%
<b>Total</b>	<b>45,678</b>	<b>66,741</b>	<b>21,063</b>	<b>46%</b>

Source: Monmouth County Planning Department, Wastewater Management Plan, 10/23/02.

**Table III-4 Capital Needs Assessment 1995-2020**

	Sewer Costs			Road Costs	School Costs
	Public Sewer	Septic	Total Sewer		
Englishtown Borough	\$406,138	\$0	\$406,138	\$96,384	\$967,042
Farmingdale Borough	\$89,603	\$0	\$89,603	\$317,635	\$116,242
Freehold Borough	\$446,702	\$0	\$446,702	\$946,846	\$793,553
Freehold Township	\$34,907,537	\$8,270,433	\$43,177,970	\$18,772,707	\$49,060,677
Howell Township	\$28,742,103	\$39,411,509	\$68,153,612	\$32,048,888	\$74,909,163
Manalapan Township	\$25,038,363	\$18,728,620	\$43,766,983	\$16,706,190	\$53,162,234
Marlboro Township	\$29,811,049	\$12,017,561	\$41,828,610	\$16,820,812	\$50,242,221
<b>Total</b>	<b>\$119,441,495</b>	<b>\$78,428,123</b>	<b>\$197,869,618</b>	<b>\$85,709,462</b>	<b>\$229,251,131</b>

Note: Costs are in 2003 constant dollars.

Source: Orth-Rodgers & Associates.

These costs are based on the “trend” scenario for the study area, in which no significant effort is made to steer development to centers within the Western Monmouth region. Under a scenario of compact development, in which sprawl is discouraged, it is anticipated that roadway costs could be 26 percent lower, producing a savings of \$18 million on local road costs. Sewer costs could be about 8 percent lower, for a savings of \$13 million.<sup>2</sup> The use of existing sewer infrastructure and lower costs involved in serving multifamily units would be primarily responsible for these savings. Under a “compact growth” scenario, there would be no savings for school costs, as the same number of school students would be added to local school systems under either scenario.

Following is a brief explanation of the source for each cost:

#### Sewer

The costs were based upon the amount of development – units for residential dwellings, and square feet for non-residential development – projected for the study area from 1995 to 2020 by the Monmouth County Wastewater Management Plan model. Standard construction figures developed by the Center for Urban Policy Research (CUPR), Rutgers University, were

<sup>2</sup> Robert Burchell, Costs of Sprawl – Revisited, 1998.

<sup>3</sup> Center for Urban Policy Research, The Costs and Benefits of Alternative Growth Patterns: The Impact Assessment of the New Jersey State Plan, September 2000.  
Draft

used to estimate the cost of on-site development for both public sewer and septic systems. A factor was applied to on-site development costs to estimate typical costs of additional interceptor lines and sewerage processing facilities; this factor was also based on CUPR data.<sup>3</sup>

#### *Road*

Potential local road costs were derived from the NJ Office of State Planning Growth Simulation Model. This model calculates the projected number of centerline roadway miles that will be built based upon the projected population in a community, and the square miles covered by that community.

#### *School*

School construction needs were based upon housing units projected for the study area by the Monmouth County Wastewater Management Plan model. To project the potential number of school children in the horizon year, standard school age children multipliers were applied to the projected number of housing units in the study area.<sup>4</sup> Two different multipliers were applied, one for single-family units and one for multi-family units. A “blended” multiplier was calculated for households living in apartments and townhouses. Following calculation of the estimated yield in school-age children, a .9 factor was applied to account for children who attend public school systems.

Standard ratios of school square feet per student, and school construction cost per square feet, were then applied to determine estimated costs of new school facilities. It must be emphasized that the school costs in this assessment are a worst-case scenario, in that it assumes that schools are built for every new student produced from 1995 to 2020. As of 2003, the school enrollment in the study area stood at roughly 98 percent of capacity, and it is therefore assumed that new schools would ultimately have to be built to accommodate the vast majority of the children added to the system above 1995-level school enrollment.

<sup>4</sup> Urban Land Institute, Development Impact Assessment Handbook, 1994.  
Draft

## **4.0 Issues**



## **4.0. ISSUES**

### **4.1. PLANNING**

Planning issues are integrally linked to the other issues of the region. For example, future development patterns and land use controls greatly affect transportation conditions, especially on Route 9. Alternative strategies can help mitigate future transportation problems on the corridor. Mixed-use developments can reduce trips on Route 9. Design guidelines that require pedestrian connections to transit and retail centers can also help reduce the number of vehicular trips.

Planning is also essential to protecting important natural resources. The preservation of farmland and open space are key goals for the region municipalities. Current planning should consider addressing these goals even more aggressively, and balancing them with alternative land use options.

Following is a summary of the more critical issues that have been identified in the study area; these will be addressed in Volume 2.

### **4.2. LAND USE**

One of the greatest issues of concern in the study area is the relentless suburban sprawl that is advancing across the region. The Brookings Institution defines an area as “sprawling” when land is urbanized at a faster rate than population growth. That condition applies to the Western Monmouth region. Through 2020, the population is projected to increase by 22 percent, and the amount of urbanized land by at least 38 percent, or close to double the population growth rate.

The population growth in the study area was two-and-one-half times the statewide increase in the 1990s, and four times the statewide increase in the 1980s. In response to this growth, and in an effort to preserve their rural character, all townships have downzoned vast areas within residential districts. Unfortunately, this effort has merely served to increase the rate of sprawl; the rate at which land is urbanized typically increases in proportion to the size of residential lots. Further, the 1 to 3 acre zones that cover much of the study area do not preserve the rural character of the area. These lots are too small to preserve wooded areas, and certainly too small to preserve viable agricultural lands.

The three boroughs in the study area have different issues than the townships. They are not located along Route 9 (Freehold Borough is, but only tangentially) and they are not affected by sprawl. Their greatest concern is downtown and neighborhood revitalization.

### **4.3. FARMLAND PRESERVATION**

Farmland preservation is perhaps the greatest environmental issue in the study area. Given limited funds for farmland preservation, alternative strategies should be vigorously pursued. Cluster has been used to a modest extent in the study area, but transfer of development rights – as implemented through non-contiguous parcel clustering – has not been used at all. Lands should be prioritized for preservation.

### **4.4. COMMUNITY INFRASTRUCTURE**

The greatest community infrastructure issue in the study area is the rapid growth in the school-age population, and the demands placed on existing school facilities. The growth in school population has led to a growth in school taxes, which, in turn, has prompted calls for seriously slowing residential development. Schools need to be better integrated with the

surrounding neighborhoods. Sewerage capacity is generally adequate, although the OCUA will need to either expand the capacity of its northern plant, or convey effluent to its southern plant, to treat the amount of waste projected by 2022.

#### **4.5. TRANSPORTATION**

There are numerous transportation issues to address. As documented in the Transportation section, Route 9 is unfriendly to pedestrian activity, as are many of the arterial and collector roadways in the study area. These roadways are even less amenable to bicycling activity. There is a lack of sidewalks in many parts of the study area, and of pedestrian linkages between adjacent commercial developments, as well as between adjacent commercial and residential developments.

Low-intensity land developments make transit use impractical in many parts of the study area. The expansion of existing park and ride lots, and the creation of new lots, should be investigated. More extensive shuttle service from the study area municipalities to the Matawan train station should be investigated. Study area municipalities are also interested in creation of the MOM rail line.

Traffic 'levels of service' are failing currently at some intersections along Route 9 currently, and traffic volumes will grow significantly through the year 2020. Even widening Route 9 from four to six lanes will not result in acceptable levels of service at all intersections; a series of costly grade-separated interchanges would also be required. The effects of current land use policy on transportation conditions will thus need to be examined. Both pedestrians and motor vehicles would benefit from an access management policy, which would reduce the number of driveways along Route 9, and encourage linked driveways and parking lots between adjacent commercial developments.

#### **4.6. DESIGN**

As noted in the design assessment section, factors that currently influence development patterns in Western Monmouth will likely result in continuance of existing development trends towards sprawl (low-density, single-use and automobile-oriented development). This trend is not consistent with the principles of the smart growth concept.



# ROUTE 9 / WESTERN MONMOUTH DEVELOPMENT PLAN

Monmouth County, New Jersey

VOLUME 2  
THE PLAN

AUGUST 2003

Prepared by:



In Association With:



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## **5.0. Vision**

## 5.0. VISION

### 5.1. INTRODUCTION

Volume 1 of the Western Monmouth Development Plan Report summarizes existing conditions in the study area for a wide range of issues: land use, environment, infrastructure, transportation, planning and design. A diagnosis and analysis of these issues is instrumental to moving ahead on a regional plan for this area.

Volume 2 comprises the actual plan:

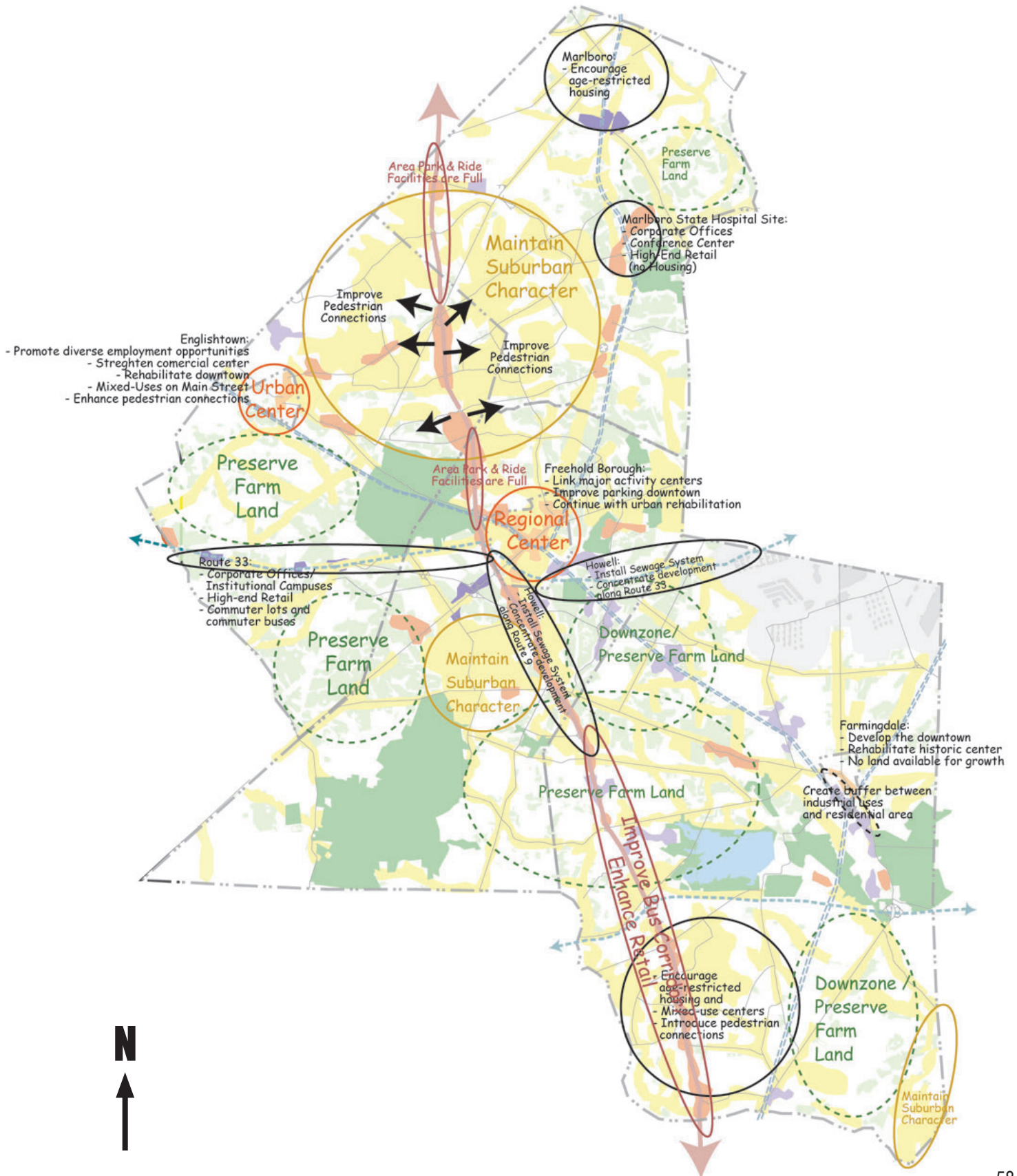
- Regional Vision - summarizes the general goals of study area municipalities, such as the need to promote transportation connections, revitalize centers, and preserve farmlands and open space;
- Planning Alternatives - offer ideas for organizing development in the future, such as in transit-oriented developments;
- Centers and Activity Areas - recommend areas for concentrating growth;
- Open Space and Transportation - provides a variety of recommendations for two key issues in the plan;
- Municipal Development Framework - provides specific alternatives and implementation ideas for each municipality; and
- Design Guidelines - recommends means for improved functionality and appearance of Route 9 and other commercial corridors.

The first section in the plan, Regional Vision, establishes a common vision for the seven Western Monmouth communities. The vision is framed, in large part, by the existing character of the region. As described in Volume 1, the region has a heavily suburban character, with much of the development coming after WWII. The suburban character is particularly pronounced in the four townships, with the exception of historic villages such as Adelphia in Howell Township or Marlboro Village in Marlboro Township. While there are three boroughs which have developed with denser land development patterns, these account for a relatively small percentage of the study area.

An analysis of the baseline conditions for the study area is summarized in Map V-1, Needs and Issues. This is a generalized map which identifies needs and issues in study area communities, as identified by municipal representatives in the Collaborative process.

The diagram highlights distinct types of places with different colors. Green indicates rural areas where the issue of preserving farms and farming activities is a concern. Red represents major Route 9 corridor opportunities that have similar regional issues but may also have township-specific questions. Activity areas could be adopted in a linear form along transit or highway corridors. Development could be intensified within or adjacent to existing centers such as the boroughs of Farmingdale and Englishtown. New activity areas may also be established such as along Route 33 in Howell. The diagram also indicates areas to be preserved as farmland or open space.

# Map V-1 Needs and Issues



### 5.2. REGIONAL VISION:

Four Regional Vision Statements guide the final Western Monmouth Development Plan:

- Vision Statement 1: Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play.
- Vision Statement 2: Protect and enhance the County's important natural and historical resources.
- Vision Statement 3: Promote excellence in the design of the transportation network as a way of improving the image of the County and strengthening community life.
- Vision Statement 4: Manage and protect productive farmlands as special regional assets that play a central role in defining the County's character.

These Statements were defined in light of all previous analyses and decisions made by the TAC (Technical Advisory Committee) and the Collaborative during the discussions concerning the regional issues and the opportunities presented in the region.

### 5.3. REGIONAL MATRIX

The Regional Vision Matrix presented on the following page is organized by one of the four vision statements, followed by the classification of "Places." (Places were described in the Design Section of Volume 1.) The matrix presents possible alternatives for resolving the issues at the regional level. These alternatives were chosen after municipal representatives considered "success stories" of smart growth development in other communities.

The alternatives are followed by a column that indicates the level of government on which the alternative will most likely depend to be initiated - local (L), by the county (C) or by the state (S). The implementation column describes the actions that are needed to carry out the Palette of Alternatives and the decisions made by the Collaborative to address these alternatives. The assistance column highlights support agencies and funding sources.

As indicated, municipalities would likely take the lead to implement



many of the strategies; however, the County would have an important role to coordinate activities and integrate them regionally for many action items. For example, the bike and pedestrian network and greenway system should be coordinated regionally with each municipality. Some strategies will also require intermunicipal coordination; an intermunicipal committee should be established to address regional issues of the Western Monmouth Regional Center. Certain activities will require the state to take the lead, such as implementation of priority transportation improvements through NJ DOT or NJ Transit.

Certain alternatives are less applicable to the study area than others. Efforts to promote higher density residential development in selected areas, such as new centers, was resisted due to concerns about increased traffic and the need to construct new schools. Other alternative mechanisms, such as cluster and development transfer, are considered. The suburban development patterns along Route 9 have established single use activity areas that are separate and dispersed from the residential neighborhoods. The plan alternatives encourage concentration on development into centers but also recognize the prevalent patterns and encourage linkages through transportation connections to better integrate the development. It also looks at solutions to revitalize and redevelop these existing activity areas to better create improved work and living places.

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<p><b>Vision Statement 1</b> Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play.</p>	<p>Regional</p>	<p>Utilize planning as a process to promote the implementation of a regional vision for Western Monmouth</p>	1	Encourage redevelopment over new developments where possible	L	Redevelopment areas have been identified for the Townships, particularly along Route 9. Prepare formal redevelopment plans for those areas that could meet NJ statutory requirements. Consider revising zoning ordinances to provide incentives for new development in redevelopment areas to support mixed use development and multimodal transportation goals.	NJ OSG, MCPB	Municipal Planning Agendas
			2	Encourage concentrated development over low-density development	L	Townships have elected to retain low-density development away from major highway corridors. Zoning mechanisms such as cluster, and density transfer are encouraged to support more concentrated development especially in rural areas. Existing centers provide opportunities for concentrated development patterns and infill development.	MCPB	Municipal Planning Agendas
			3	Identify areas that are more suitable and less suitable for development	L/C	Municipalities should continue to coordinate with County on State Plan designations. Municipalities should consider revising land use plan in master plan to show options for more intense development in PA1 and PA2 areas, and less intense development in PA3, PA4, and PA5 areas.	MCPB, NJ OSG	Municipal Planning Agendas

**REGIONAL VISION**

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<b>Vision Statement 1</b> <b>Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play (continued).</b>	Regional	Utilize planning as a process to promote the implementation of a regional vision for Western Monmouth (continued)	4	Develop a vision for each municipality, based on each municipality's long-term goals	L	Visions have been developed through the WMDP process. Actions to enable these visions are detailed in municipal development framework plan and planning agendas.	MCPB	Municipal Planning Agendas
			5	Achieve endorsement by the New Jersey State Planning Commission as a Regional Strategic Plan	L/C/S	Adopt WMDP by municipalities and County. Submit Plan to State Planning Commission for plan endorsement. Municipalities will pursue municipal plan endorsement (except Freehold Borough and Englishtown Borough).	MCPB, NJ OSG	>1 year (WMDP endorsement) Also see Municipal Planning Agendas.
	Auto-Oriented Residential Places	Change current development trend to avoid sprawl	6	Promote transportation connections between residential and commercial developments	L	Revise subdivision and land development ordinances to incorporate and/or strengthen requirements for connections. (Model design guidelines are provided in WMDP.)	MCPB	Municipal Planning Agendas
			7	Promote higher densities for new residential developments through zoning incentives and other mechanisms	L	Municipalities have generally elected not to promote higher residential densities to limit or reduce overall residential development growth. However, zoning mechanisms such as cluster and development transfer will be considered to concentrate development in appropriate areas to preserve open space and farmlands.	MCPB	Municipal Planning Agendas

THE PLAN

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<p><b>Vision Statement 1</b> Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play (continued).</p>	Auto-Oriented Commercial Places	Change current development pattern to reduce traffic	8	Coordinate future development with transportation capacity	L	Focus on mixed use development and transit friendly development to reduce traffic trips. Revise master plans and zoning ordinances to permit more mixed uses (particularly office-retail) on Route 9 corridor. Revise subdivision and zoning ordinances to make developments more transit-friendly, as provided in "Bus Stops Here" recommendations by County Planning Board.	MCPB	Municipal Planning Agendas
			9	Concentrate new development and redevelopment efforts around existing activity areas/corridors	L	Activity areas have been identified for each of the Townships. (Activity areas are important for transit center expansion, commuter parking, mixed uses and transportation linkages.) Revise township master plans and zoning ordinances to reflect activity areas.	MCPB	Municipal Planning Agendas
			10	Locate TOD's around future M.O.M. line stations	L/C/S	Municipalities and County should coordinate with NJ Transit Office of Project Development to plan desired development around potential M.O.M. stations.	MCPB, NJ Transit, NUJOSG	Indeterminate
	Mixed-Use Places	Encourage mixed-use developments to enhance life style and prevent sprawl	11	Create new town centers/mixed-use places	L	Existing centers have been identified and provide infill opportunities. Townships will not create new town centers, but will encourage mixed uses through incorporation of some retail in office areas, and through locating retail areas proximate to residential areas. Activity areas and redevelopment areas are identified as opportunities for more concentrated development activities.	MCPB	Municipal Planning Agendas

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<p><b>Vision Statement 1</b> Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play (continued).</p>	<p>Mixed-Use Places (continued)</p>	<p>Re-establish the downtown as the traditional center of commerce, culture, and civic activity.</p>	12	Revitalize existing urban centers	L	All three Boroughs should continue revitalization efforts, as indicated in their planning agendas. Prepare redevelopment plans for those areas that could meet NJ statutory definition of redevelopment areas. Revitalize housing downtown.	NJ OSG, NJ HFMA Downtown Living, Upstairs-Downstairs Mortgages	Municipal Planning Agendas
			13	Control growth of auto-oriented places within urban centers	L	Review zoning ordinances to ensure that districts in urban centers emphasize pedestrian friendly commercial uses. Revise ordinances where needed.	MCPB	Municipal Planning Agendas
			14	Re-invigorate the public realm by providing lively, pedestrian oriented streets and spaces	L	Review and revise design guidelines where needed.	MCPB, NJ OSG	Municipal Planning Agendas
	<p>Infrastructure</p>	<p>Utilize infrastructure to control growth</p>	15	Plan schools in conjunction with town centers	L	Where feasible, locate schools to be within walking distance of existing or planned residential areas and other community facilities. Incorporate school facilities planning as an integral part of the master plan process focusing growth and providing pedestrian linkages to school facilities.	NJ OSG	Municipal Planning Agendas
			16	Utilize sewer service areas to control growth	L/C/S	Current sewer service areas have been reviewed to ensure consistency with State Plan planning area designations. Modifications to Howell PA 4A to support regional center and planned activity area along Route 33 is recommended as part of the WMDP plan endorsement process.	NJ OSG, MCPB	<1 year



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REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<b>Vision Statement 2</b> Protect and enhance the County's important natural and historical resources	Open Spaces	Preserve parks and historic areas	1	Promote redevelopment or revitalization of historic centers	L	Certain historic areas have been, or will be, identified as centers. Review design guidelines to ensure that ordinances preserve the character of historic these areas. Municipalities will seek funding to revitalize these areas.	NJ OSG, GS Historic Preservation, MCPB	Municipal Planning Agendas
			2	Establish linkages/connections between parks/open spaces and residential areas and urban centers	L/C	Municipalities should coordinate with County on the development of regional greenway systems. Boroughs should prepare Open Space Plans to facilitate funding; Townships should revise Open Space Plans as needed.	NJ DEP, Green Acres, Eastman Kodak Greenway Grants, MCPB, Open Space Plan, MCPS	Municipal Planning Agendas
			3	Seek local historic protection by districts	L	Municipalities will prepare or update Historic Preservation Plans, and prepare local historic preservation ordinances where desirable.	NJ Historic Commission Grants, MCPB	Municipal Planning Agendas
<b>Vision Statement 3</b> Promote excellence in the design and operation of the transportation network as a way of improving accessibility and the image of the County and strengthen community life.	Transportation	Enhance the transportation system to promote efficient connections and protect the historic and natural environments	1	Improve and expand transit operations to draw increased ridership	C/S	New Jersey Transit should consider strategies for improving transit service along the Route 9 corridor, such as use of shoulders as bus lanes, and preferential signalization.	NJ Transit, NJ DOT, MCPB	3 years
			2	Implement the M.O.M. rail line	S	New Jersey Transit is conducting an Environmental Impact Study on the proposed M.O.M. rail line. The selected M.O.M. line route will require planning for station locations that support transit oriented development opportunities around the stations. These have been considered in the WMDP and are also addressed in the municipal agendas.	NJ Transit, NJ DOT, MCPB	Indeterminate

## REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<b>Vision Statement 3</b> Promote excellence in the design and operation of the transportation network as a way of improving accessibility and the image of the County and strengthen community life. (continued)	Transportation (continued)	Enhance the transportation system to promote efficient connections and protect the historic and natural environments (continued)	3	Provide roadway improvements to reduce congestion on Route 9	S	The WMDP identifies priority locations for spot roadway improvements on Route 9. Transportation improvements should be scoped and funds provided for design and implementation through NJDOT on the State Transportation Improvement Plan (TIP). (Please note that the WMDP does not endorse widening Route 9 to six lanes.)	NJ DOT, MCPB, North Jersey Transportation Authority (NJTPA), MC Engineering Dept.	1 year (TIP); 3 years (design and construction)
			4	Provide service roads and driveway interconnections to reduce Route 9 short-trips	L	Incorporate language in municipal ordinances encouraging commercial uses along Route 9 to link driveways/parking areas. (Model ordinance language is provided in the WMDP.)	MCPB	Municipal Planning Agendas
			5	Enhance pedestrian connections between commercial and residential uses	L	Incorporate language in municipal ordinances encouraging pedestrian connections between commercial uses along Route 9, and residential areas to the rear. (Model ordinance principles are provided in the Plan.)	MCPB	Municipal Planning Agendas
			6	Implement access management controls	L/C/S	The WMDP recommends that municipalities along Route 9 coordinate with the County and with NJDOT to implement a regional access management plan.	MCPB, NJDOT Local Planning Assistance	2 years
			7	Implement design standards to support transit	L	Update local ordinances; incorporate strategies in County guide, "Bus Stops Here." Extend transit connections along major roads and centers. Increase linkages to high- and medium-density residential and commercial areas.	MCPB, NJ Transit	Municipal Planning Agendas
			8	Promote alternative modes of transportation, including train stations' shuttle	L	Municipalities should implement shuttle services as recommended in the WMDP. County can facilitate intermunicipal service coordination. Obtain funding to develop service plan and pilot project.	NJ Transit, MCPB	Municipal Planning Agendas

**REGIONAL VISION**

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<b>Vision Statement 3</b> Promote excellence in the design and operation of the transportation network as a way of improving accessibility and the image of the County and strengthen community life (continued).	Transportation (continued)	Enhance the transportation system to promote efficient connections and protect the historic and natural environments (continued)	9	Improve pedestrian environment and bike facilities	L/C/S	The WMDP contains many recommendations for improving pedestrian and bike facilities. A pedestrian master plan would provide a comprehensive approach to identifying high-need areas. The WMDP recommends coordinating with NJ DOT on technical assistance for pedestrian/bike planning. The County can take the lead to coordinate intermunicipal planning efforts especially on Route 9 corridor.	MCPB, NJ DOT Local Aid, NJ DOT Bike/Ped Planning Assistance, NJ DOT Transportation Enhancement grants	2 years; Municipal Planning Agendas
			10	Expand commuter parking	L/S	Expand commuter parking whenever occupancy in commuter lots routinely exceeds 90%; municipalities should coordinate with developers and with NJ Transit.	NJ Transit	Municipal Planning Agendas
		Improve image of transportation corridors	11	Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	L	Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	Municipal Planning Agendas
			12	Improve road aesthetics and signage system	L/C/S	Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	Municipal Planning Agendas

REGIONAL VISION

Vision	Places	Needs & Issues	#	Palette of Alternatives	Level	Implementation	Other Agency Involvement	Time Frame
<b>Vision Statement 4</b> <b>Manage and protect productive farmlands as special regional assets that play a central role in defining the County's character.</b>	Rural Places	Preserve farming and maintain farmer equity	1	Expand farming preservation efforts	L/C/S	Municipalities will continue their support for farming preservation programs, and for acquiring matching funds from the County and State.	NJ Preservation Incentive Grant (PIG) program, MCPB, NJ Dept. Of Agriculture, MC Development Board	Municipal Planning Agendas
			2	Adopt the concept of new centers/places of development in rural areas, instead of spread out development	L	Municipalities have elected not to adopt new centers. Zoning mechanisms such as cluster and development transfer are either being used or will be considered to better concentrate development.	MCPB	Municipal Planning Agendas
			3	Adopt right to farm regulations	L	Adopt or strengthen Right to Farm provisions in municipal ordinances.	MC Agriculture Development Board, NJ Dept. of	Municipal Planning Agendas
			4	Adopt zoning to support acquisition and preservation efforts	L	Incorporate cluster and non-contiguous parcel clustering in municipal ordinances to preserve farmland and open space.	MCPB	Municipal Planning Agendas
		Preserve rural image	5	Promote designation and protection of scenic roads	L/C	Freehold Township has adopted design standards; other municipalities will consider design standards for scenic roads, and adopt and implement as feasible.	MCPB	Municipal Planning Agendas

KEY

L = LOCAL

C = COUNTY

S = STATE

MCPB = Monmouth County Planning Board

MCPS = Monmouth County Park Service

NJ DOT = New Jersey Department of Transportation

NJ DEP = New Jersey Department of Environmental Protection

NJ HFMA = New Jersey Housing Mortgage Finance Agency

NJ OSC = New Jersey Department of Community Affairs, Office of Smart Growth

NJ Transit - New Jersey Transit

WMDP = Western Monmouth Development Plan

## 6.0. Plan



## 6.0. PLAN

### 6.1. ALTERNATIVES

The Regional Vision contains a number of broad themes. Preserving open space and farmland is an important priority of study area residents. In so doing, the natural character of the study area can be better retained. There will be less opportunity for low-density suburbs to sprawl across the landscape, and the large growth in traffic volumes can be slowed.

The communities will consider opportunities for new forms for organizing development. One example identified in the regional matrix is mixed uses. These could comprise retail uses in office areas, and retail uses proximate and connected to high and medium density residential developments. With the exception of the boroughs, the municipalities in the study area have not historically hosted mixed use developments in which residential and commercial uses are found in the same building. The townships are cautious about permitting these development forms. Depending upon the next round of COAH numbers, there may be opportunities to create residential developments including, or adjacent to, commercial uses.

Suburban sprawl has been identified as an issue in the study area. In general, there are several preferred means for dealing with suburban sprawl:

- Keep existing densities, but use strategies such as non-contiguous parcel clustering to preserve farmlands and open space;
- Increase lot sizes to as many as 10 acres in certain areas, so land is less economically feasible to develop; and
- Simultaneously, in other areas (preferably in selected centers or activity areas), residential density could be increased. This land will be developed at cheaper infrastructure costs for sewer and roadways; will make it possible for their residents to walk to desired uses; and will be more efficient in use of land.

As noted in the Regional Analysis, study area municipalities will typically not have the opportunity to follow these strategies for addressing suburban sprawl. Several of the townships have expressed interest in non-contiguous parcel clustering. However, there has been local resistance to significantly increasing lot sizes in agricultural areas. Therefore, the downzoning that will occur is more modest. Similarly, due to concerns about high property taxes, there is

often local resistance to increasing residential density anywhere within townships.

This section - Alternatives - will address alternative forms for organizing communities in the Western Monmouth region: communities can be organized around the theme of improving transportation, or preserving open space. These two themes were chosen for the Alternatives section given their major importance in the Western Monmouth Region.

It should be noted that these themes are reiterated throughout the Plan. For example, later sections will discuss the Open Space Plan and the Transportation Plan. Chapter 6, Design Guidelines, will further amplify these themes by presenting guidelines for the wide array of communities found in the Western Monmouth Region.

### **6.1.1. Transportation Alternatives**

#### ***6.1.1.1. Transit-Oriented Development***

Transit-Oriented Development (TOD) consists of commercial and residential uses concentrated around a mass transit station. In their classic form, TOD's have a diameter of one-quarter of a mile, with the mass transit station and high-density uses (particularly commercial uses) at the core surrounded by housing at a decreasing density. One New Urbanist guide states that for TOD's in outer suburban areas, housing should strive to attain a density of at least seven units per acre. TOD's support use of mass transit; because of their combination of mixed uses, and because they are typically located on a grid or modified grid system, they also promote walking trips.

Most proponents of TOD's have sought to create them around rail stations, which are typically able to attract higher densities of development than bus stations. Indeed, rail stations are often located at the hub of transit services, with bus lines serving as "spokes" feeding into the rail station. Interest is also growing in creating TOD's around bus stations, although there are currently few examples of these developments.

Western Monmouth communities will have the opportunity to plan TOD's around both train stations (if the MOM line is constructed) and around bus stations. Bus service is heavily used along the Route 9 corridor. Western Monmouth communities can follow the example of Orenco Station, Oregon, which is a 190-acre former farm site that has been built as a TOD for a suburban light rail station. Orenco



Orenco Station Town Green.



Mixed-Use District at Orenco Station.



Village at Overlake Bus Station and Residential Complex.

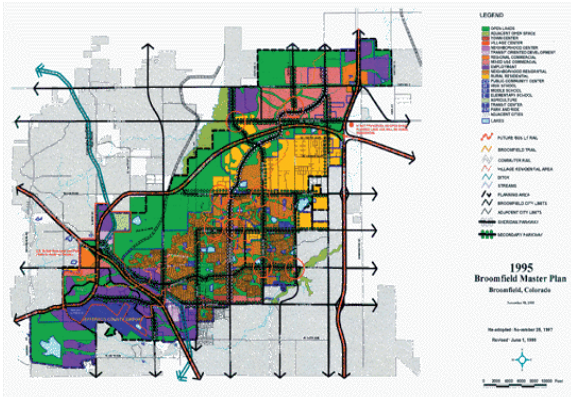
Station is an award-winning community with 2,000 units of housing, a neighborhood shopping center, and office space. The zoning is mixed-use residential. It should be noted that the Town Center is actually several blocks removed from the Train Station to take advantage of automobile traffic. Given the suburban framework of the Western Monmouth study area, Orenco Station serves as an example of how TOD's could be tailored to accommodate both automobile traffic and alternative modes. The homes command as much as a 25 percent premium over other suburban homes in the area, even though the latter have larger yards.

If it is desired to plan TOD's around major bus stations, Western Monmouth communities have equally good examples to follow. The Village at Overlake in suburban Redmond, Washington, consists of a 300-unit apartment complex built over a 536-stall park and ride lot. There is a day care center on site. It is intended both to promote public transit and to provide affordable housing. This could serve as an example for affordable housing in the study area once the new round of COAH numbers are released.

Metropolitan Place in Renton, Washington consists of 4,000 square feet of ground floor retail space and 90 apartments above a two-story garage with 240 parking stalls. 150 stalls are leased for park and ride use, with 30 of these designated for shared use with residents during non-commuter hours. This example illustrates how the combination of market-rate housing and bus service/park and ride facilities could also fill a market niche on the corridor.

Large scale park and ride lots can actually prevent the formation of TOD's, as they can discourage easy pedestrian access. Any TOD's created along the Route 9 corridor should thus incorporate moderate-sized park and ride lots. It may also be challenging to incorporate significant residential uses into the TOD's concentrated upon bus stops. At a minimum, these bus station TOD's should offer a cluster of retail services designed to appeal to commuters, and within easy walking distance along facilities clearly designated for pedestrians.

Some developments in the Route 9 corridor could take advantage of Route 9's status as a transit hub to more creatively link single uses than typically done in the study area. One of the better examples is a "semi-urban" transit village in the Town of Broomfield in Boulder County, Colorado. It consists of two new hotels along U.S. 36, along with two upscale restaurants, a new mall, and links to a nearby business park on U.S. 36, which has a current daily traffic on of 70,000 vehicles per day. As part of a planned transit center at this



2001 Broomfield Master Plan.



West Ridge Market Site Plan.



West Ridge Market.

complex, drivers can park and take a shuttle bus to shopping, carpool to Denver, or walk on pedestrian-scale streets to the destinations in the complex. Planners designed this development to be 50 percent more dense than a nearby mall.

### 6.1.1.2. Auto-Oriented Development

Even in the absence of transit centers that serve as the focus for concentrated development, suburban areas can function better. West Ridge Market, located in suburb of Minneapolis, is a large-lot suburban development that was transformed into a compact, mixed-use neighborhood with linkages to jobs, transportation, community services, and recreation facilities. There are now 418 housing units on the 53-acre site, which originally contained about 40 single-family houses. The development also includes 256,000 square feet of new commercial space, preserved wetlands and woods with connecting pedestrian trails, and a 15-acre city park and a community center.

Phillips Place is a 35-acre development located about 20 minutes from downtown Charlotte, NC. The Place includes 130,000 square feet of retail, restaurants, and movie theater; 402 residential units and an inn with 124 rooms and suites. The inclusion of 104 high-end apartments over retail space required an amendment to local zoning, since this type of development had never before taken place anywhere in the area. Phillips Place is an example of a “Lifestyle Center.” It is an alternative to both city and suburbia, and developers are expressing increased interest in such centers as an option for redeveloping obsolete shopping centers or other commercial developments. These lifestyle centers have proven capable of attracting a high-end residential market in other communities, and thus are well-suited for the Western Monmouth study area.

### 6.1.2. Open Space Alternatives

#### 6.1.2.1. Transfer of Development Rights (TDR)

Under this planning technique, development rights are transferred from one parcel to another parcel. Under the current New Jersey law, a conventional TDR program is not permissible in Monmouth County. However, development rights can be transferred under a “non-contiguous” parcel clustering (NCPC) program. Unlike a TDR program, which currently is allowable only in Burlington County, NCPC can be used anywhere in New Jersey.

NCPC was legalized by an amendment to the Municipal Land Use







#### **6.1.2.2. Zoning**

All of the Western Monmouth townships have created large-lot zoning districts, ranging from three to 10 acres. Some of these districts offer residential cluster provisions, which can be helpful in preserving farmland, but the ordinances are not, overall, as comprehensive as they could be in the goal to preserve farmland. Large lot zoning districts do have the effect of discouraging development, and can thus preserve farmland by default, but, by themselves, they do not represent a consistent farmland preservation strategy.

Various farmland preservation zoning techniques have been successfully tried by New Jersey municipalities. For example, Readington Township in Hunterdon County has mandatory cluster provisions for tracts of 40 acres or more, or for tracts of 30 acres or more that are adjacent to deed restricted farmland or open space. The clusters comprise lots of 1.5 acres in size. A key provision is the minimum open space set-aside requirement of 70 percent, and land that is currently being farmed shall, to the extent possible, remain farmland.

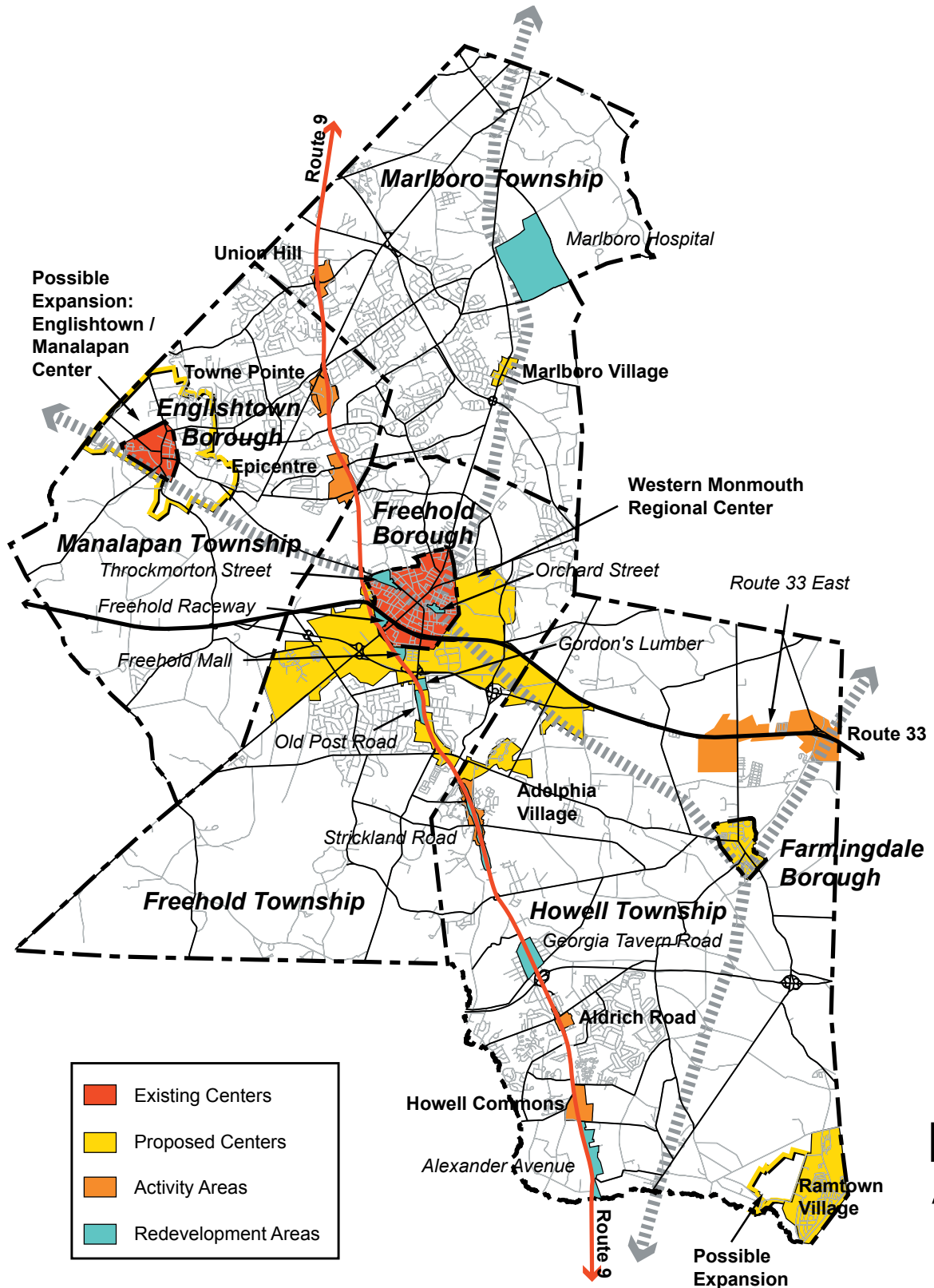
Fredon Township in Sussex County incorporates a six-acre average lot size in its AR-6 zone, with a minimum lot size of one acre, provided that at least 50 contiguous acres of farmland is preserved. At least 75 percent of the preserved farmland must be Class I or II soils. The clustering provision is also available to the AR-2 zone, which has a two-acre average lot size. The entire tract in both districts must be 80 acres or more.

Upper Freehold Township in Monmouth County permits “agricultural preservation subdivisions” in its Agricultural Residential district. In this district, 75 percent of tract acreage must be preserved as farmland through the Monmouth County Agricultural Development Board or the State Agricultural Development Board. Up to 50 percent of the homes that would be permitted on the entire tract as a conventional subdivision can be developed on the remaining acreage.

#### **6.2. RECOMMENDATIONS FOR CENTERS AND ACTIVITY AREAS**

Map V-1 gives an overall view of growth initiatives recommended for the Western Monmouth Region. The initiatives shown on the map may consist of centers, activity areas, or redevelopment opportunity areas. These recommendations are shown in more detail on the maps for each municipality in the Development Framework section.

## Map VI-1 Proposed Growth / Redevelopment Initiatives



### 6.2.1. Centers

The first initiative is derived from State Planning Commission guidelines. Centers are “a compact form of development with one or more cores (pedestrian-oriented areas of civic or commercial uses) and residential neighborhoods.” As stated in the New Jersey State Plan, “centers are the preferred vehicle for accommodating growth” for a whole host of reasons. They preserve more land than sprawl, reduce vehicular trips, support pedestrian activity, and have many other benefits. Because of the existing land use patterns of the townships, however, it will be difficult to institute centers in many places.

The study area has two designated centers:

- Freehold Borough
- Englishtown Village

A number of centers are proposed in this plan:

- **Western Monmouth Regional Center** (including Freehold Borough and Township and Howell Township) - This center comprises the heart of the study area, with the central business district of Freehold Borough, the largest urban center in the study area, as its core. Downtown Freehold Borough is an increasingly vibrant mixed-use area, with restaurants and other commercial services on the first floor of many structures, and apartments on the second floor. The County offices are also in downtown Freehold Borough, and the presence of these government services contribute to make this area the heart of government services for the region. In Howell Township, an industrial district would be encompassed, including an area that should be considered for a MOM rail station. In Freehold Township, the regional center would comprise the study area’s most significant retail use, the Freehold Raceway Mall, along with other large commercial facilities, a major community facility (Centrastate Hospital), and several medium density residential neighborhoods.
- **Marlboro Village (Marlboro Township)** - this historic village is comprised of single-family homes on small lots, commercial services, and community facilities (Sunrise Assisted Living). It also includes the Marlboro Mall, a modern strip retail center; this has been included in order that future renovations of this strip center can render it more sensitive to the context of the historic community.

- **Adelphia Village (Howell Township)** - this historic village is comprised of single-family homes on small lots, a Fire House, and a Cumberland Farms store. It also includes, to the north, the Surrey Farms adult community, and to the south, the Adelphia Greens townhouse complex.
- **Ramtown Village (Howell Township)** - this village consists of single-family homes at a medium density, an elementary school, and various commercial services, such as the Quail Creek Center, a mixed-use office/retail center within walking distance of many homes. There is the possibility to expand this center to the west in the future, contiguous with the planned sewer service area, particularly if the Township considers the use of non-contiguous parcel clustering to shift residential density from elsewhere in the municipality. A new school is being planned for this expanded village center which would further encourage a “walkable” community.
- **Farmingdale Village** - Farmingdale is one of the three boroughs in the study area. It consists of a compact central business district, surrounded by single-family homes at a medium density. There is also an older industrial district along the railroad line.
- **Englishtown Village** - Manalapan Township has expressed interest in building upon Englishtown Borough’s role as a village center, and expanding the center into the Township. Coordination should take place between the two municipalities to explore possibilities for locating more concentrated development adjacent to Englishtown. Even if the area in Manalapan is not designated as part of the Englishtown center, the two municipalities will continue to coordinate on such governmental functions as recreation and schools.

### 6.2.2. Activity Areas

An activity area is an existing, prominent concentration of commercial uses. Activity areas are prominent in the study area, because so much of the Western Monmouth Region has developed post World War II. The existing land use patterns in the four townships are not compact, which leads to greater automobile dependency. However, the potential exists to redevelop these activity areas to better accommodate alternative transportation modes.

The activity areas are:

- **Union Hill (Marlboro Township)** - this activity area includes several large commercial centers, including the Cambridge

Plaza in the northeast quadrant of the intersection of Union Hill Road and Route 9, and Exclusive Plaza in the southeast quadrant. It also includes a large park and ride facility. Pedestrian facilities should be better developed in this area.

- **Towne Pointe (Manalapan Township)** - The most prominent uses in this activity area are Towne Pointe shopping center, which has a pedestrian connection to Towne Point townhouse complex to the rear. These uses are on the west side of Route 9; on the east side of Route 9 is an older strip retail center in need of revitalization, along with a park and ride facility.
- **Epicentre (Manalapan Township)** - several “big box” centers are included in this activity area, such as the eponymous retail center and a Best Buy store. The area also includes a community facility (Monmouth County Library) and a park and ride lot.
- **Strickland Road (Howell Township)** - this activity area has a NJ Transit park and ride lot, along with a number of commercial centers. It is proximate to several high-density residential neighborhoods; pedestrian connections should be strengthened as this area redevelops.
- **Aldrich Road (Howell Township)** - this area contains a park and ride lot, several commercial centers including Aldrich Plaza, and a post office. It is proximate to a medium density residential neighborhood.
- **Howell Commons (Howell Township)** - this activity area includes the “big box” center on the east side of Route 9, with a Wal-Mart on the west side.

Because of their prominence along the corridor, however, these activity areas should be targeted by the study area municipalities for better integration with the surrounding community. Ideally, they would be retrofitted over time to reduce automobile dependency and enhance linkages to adjacent commercial areas and residential neighborhoods. Diversified land uses - particularly the mixture of commercial with residential - would indicate that these activity areas had matured into more enduring developments. Those activity areas with significant public lands- park and ride lots- offer development opportunities to refocus growth.

### 6.2.3. Redevelopment Areas

The third type of growth initiative - redevelopment opportunity area - is not defined by the New Jersey State Plan, although the State Plan strongly encourages redevelopment. It should be noted that



Route 9 in Howell.



these are not redevelopment areas in the statutory sense. These do not necessarily need a public agency to intervene for the purpose of guiding the redevelopment process. For the purpose of the Western Monmouth Development Plan, these are areas that have been identified by the study team as not currently developed at their “highest and best use.” They possess significant potential due to their location vis-à-vis major roadways, high-density residential areas, or other locational advantages. Like activity areas, these should be a major focus of planning policy in the study area municipalities in the future.

Redevelopment opportunity areas include:

- **Marlboro Hospital (Marlboro Township)** - this abandoned state hospital site offers significant redevelopment potential. Marlboro Township is interested in developing it as an upper-end conference center, along with office space and single-family homes on large lots.
- **Orchard Street (Freehold Borough)** - this area of older industrial uses and a gravel yard lies immediately south of Freehold’s central business district, and has significant potential as a mixed-use site, or with office uses as an extension of the CBD. The Borough is currently investigating using this site for a hockey center.
- **Throckmorton Street (Freehold Borough)** - this minor arterial is one of the primary entries into Freehold Borough from Route 9. It contains a variety of older industrial or commercial uses; with the shallow lot depths on this roadway, large industrial or commercial uses are not feasible, but the option should be given to develop mixed commercial uses.
- **Freehold Raceway (Freehold Borough)** - if this raceway closes, it will open up to development a large parcel of land proximate to Route 9, with significant development potential. The Borough should take advantage of this opportunity, should it come, by encouraging a pedestrian friendly commercial site compatible with the historic character of the Borough.
- **Freehold Mall (Freehold Township)** - this aging retail center just south of Freehold Borough will confront obsolescence in the future, and planning should take place to redevelop this site and connect it to the high-density residential neighborhood to the rear.
- **Gordon’s Lumber (Freehold Township)** - this abandoned lumberyard on Route 9 is an eyesore; redevelopment is needed, with pedestrian connections to the high-density residential neighborhood to the rear.



Freehold Mall..

- **Old Post Road (Freehold Township)** - Scattered businesses in a variety of conditions characterizes this redevelopment area on the west side of Route 9. Some of the sites, including a self-storage facility and a farm, have high redevelopment potential. Connections should be extended to the high-density residential neighborhood to the rear.
- **Strickland Road (Howell Township)** - this area on both sides of Route 9 is both an activity area and a redevelopment opportunity area. Many of the structures in this area are dilapidated, including such under-utilized uses from tattoo parlors to old garage and storage facilities.
- **Georgia Tavern Road (Howell Township)** - many of the homes and streets in this neighborhood would benefit from aesthetic improvements.
- **Alexander Avenue (Howell Township)** - Many vacant and under-utilized sites lie within this area on the east side of Route 9.

### 6.3. OPEN SPACE PLAN

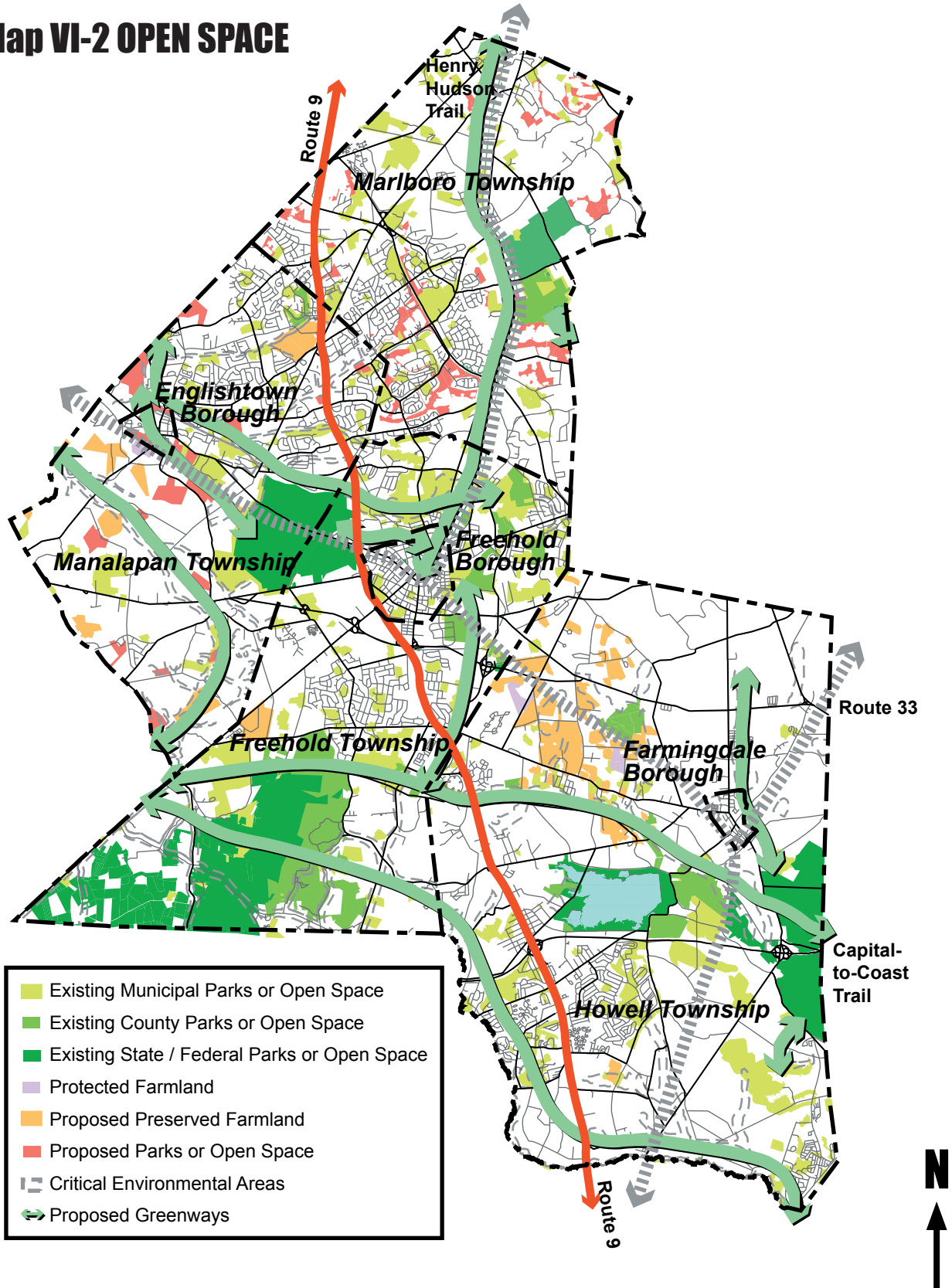
The acquisition or preservation of farmlands and open space has been identified as an important priority for the Western Monmouth Region by all of the constituent municipalities. Vision Statement 2 on the Regional Vision Matrix calls for protecting and enhancing the County's natural and historic resources. Map VI-2 indicates existing and proposed open space in the study area. It should be emphasized that existing open space refers only to those areas that have been afforded protection from future development, such as through ownership by a public entity, a conservation or farming easement, or other means.

Modest-sized, "pocket parks" are typically found in the boroughs. Although the boroughs in the study area do not have the same opportunity as the townships to greatly expand open space holdings, the boroughs have all expressed interest in expanding recreational areas.

At least one major park or open space area is found within each of the four townships. Among the largest are Big Brook Park in Marlboro Township, Monmouth Battlefield Park in Manalapan and Freehold Townships, Turkey Swamp State and County Parks in Freehold Township, and Allaire State Park and Manasquan Reservoir in Howell Township. Many mid-sized parks are also found in the Townships.

Areas proposed for conservation and recreation areas are indicated

# Map VI-2 OPEN SPACE



in Marlboro Township and Manalapan Township. Specific parcels are not identified in Freehold Township for parks and open space, but the Township will continue to identify parcels in the vicinity of Turkey Swamp Park that could be acquired by different government agencies.

Areas proposed for farmland preservation are shown for Manalapan, Freehold and Howell Townships. Marlboro will also preserve farmland, but specific priorities have not been identified. The townships will continue to identify and preserve other farmland as funding permits. The local commitment to farmland and open space preservation exists, as manifested in the farmland and open space tax found in each community.

Two greenways are proposed to provide bicycle access through the region: the Henry Hudson Trail, which runs north-south on the former Freehold Branch rail line in Marlboro and Freehold Townships and Freehold Borough; and the Capital-to-Coast Trail, an east-west line which traverses Freehold and Howell Townships. Through the provision of regional recreational opportunities, these trails will foster inter-municipal coordination.

The study area communities are tied together by the greenways proposed in the Monmouth County Parks, Recreation and Open Space Plan. The greenways are found along the major streams in the county: McGeillard's Brook, Weamaconk Creek, Manalapan Brook, Millstone River, and DeBois Creek. Two important greenways are along the Manasquan River and Metedeconk River. The Manasquan River drains into the Manasquan Reservoir, a critical water source for the study area, and the Metedeconk drains directly into the Atlantic Ocean. The study area municipalities should consider establishing riparian buffers along both of these waterbodies. Most of the townships in the study area already have some protection along stream corridors. Howell Township, for example, incorporates stream corridor provisions in its Land Use ordinance. Municipalities should examine where stream corridor provisions should be strengthened.

The County could continue to take the lead to coordinate acquisition and development of these greenways for public access.

It should be noted that the interest in maintaining open space throughout the region will bear dividends for water supply planning. Increasingly, planners are realizing that the conservation and restoration of forest cover is one of the most promising techniques for maintaining groundwater stocks. Extensive forest cover is effective

in “capturing” rainfall and stormwater, leading to infiltration into the ground and aquifer recharge.

#### **6.3.1. Farmland Protection**

Other techniques can be utilized in addition to zoning to protect agriculture. Right-to-farm laws make it difficult for nearby non-farm residents to hamper farming operations through nuisance suits. Most such ordinances declare that standard farming practices constitute reasonable land uses.

Determination of priority farmlands for preservation, in keeping with the County Farmland Preservation Plan, should focus future acquisition on key properties. Since the funds for acquisition are limited, innovative zoning techniques such as NCPC will be important to ensure that farmland preservation progresses.

#### **6.4. TRANSPORTATION PLAN**

Transportation is a major theme in the Western Monmouth Development Plan, and the need for multi-modal plan is strongly emphasized in the Regional Vision matrix. There is recognition that heavy reliance upon the automobile for all trips, from local to regional, has increasingly glutted the area roadways. It will be important to make area roadways more pedestrian friendly, and to make transit services more viable. The proposed MOM line has potential to affect land use patterns in the vicinity of future stations. And even when residents make trips in their automobile, such trips can be conducted more safely with the institution of appropriate access management measures.

##### **6.4.1. Route 9 Design**

Assuming that population and employment projections made in the Monmouth County Cross Acceptance Report materialize for the study area in the year 2020, the only means of ensuring acceptable traffic conditions on Route 9 is to expand Route 9 to six lanes and engage in costly intersection and interchange improvements. Extending north from Strickland Road in Howell Township, the roadway could typically be expanded to six lanes without significant right-of-way acquisitions, as the existing median width ranges from approximately 15 to 28 feet. (It should be noted that a Jersey barrier divides opposite lanes for a section through Freehold Township; much of this section is six lanes, and would thus not need to be expanded, although there is a short four-lane section with no median south of Throckmorton Lane.) South



of Strickland Road, the roadway is divided only by a Jersey barrier, and significant takings would be necessary. It should be noted, however, that many of the participants in the Collaborative were opposed to widening Route 9 to six lanes.

Needed transportation improvements are depicted in Figure VI-3, with intersections prioritized in primary or secondary transportation improvements.

The primary intersection improvements are:

- Route 9 and CR 520 – Marlboro Township
- Route 9 and Tennent Road – Manalapan Township
- Route 9 and Craig Road – Freehold Township
- Route 9 and Route 79/Schank Road – Freehold Township
- Route 9 and Aldrich Road – Howell Township

The secondary intersection improvements are:

- Route 9 and Taylors Mill Road – Manalapan Township
- Route 9 and Business Route 33 – Freehold Township
- Route 9 and Adelphia-Farmingdale Road – Freehold Township

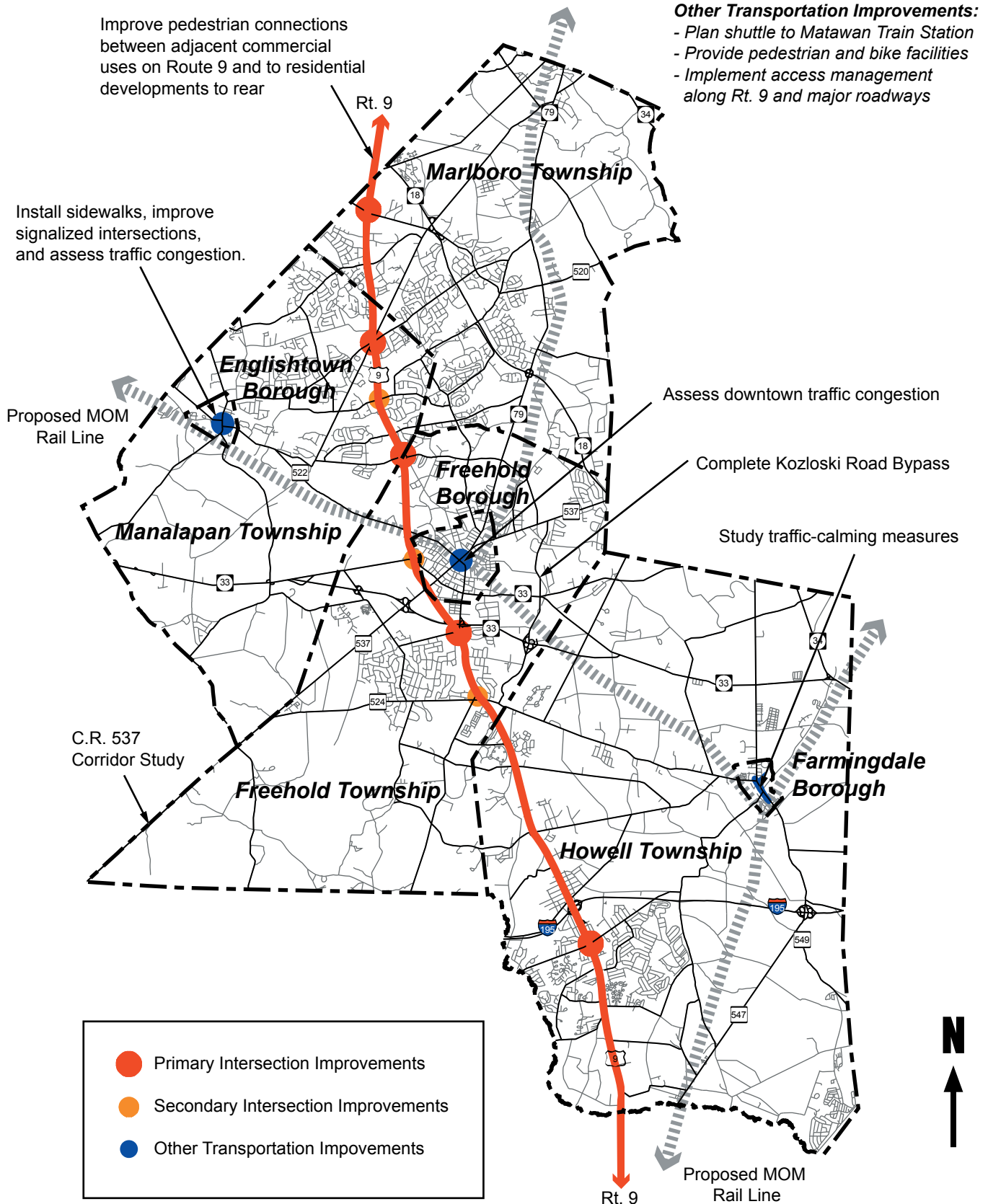
Without widening Route 9 to six lanes, a reduced improvement program could focus on intersection and interchange improvements while acknowledging it would not fully address the congestion problems.

All Route 9 improvement programs should be linked to other measures such as access management, transit improvements and pedestrian links, and changes in the surrounding land uses.

For example, single-occupancy vehicular trips can be reduced by incorporating mixed uses into developments. This is true for both residential and commercial areas. In residential areas, it is desirable to have basic retail services, such as groceries and other products, within walking distance. In office buildings, workers can avoid automobile trips if they have the ability to patronize restaurants and basic retail services on foot during their lunch hour. While there are different variants on mixed-use developments, these offer the greatest potential for reducing trips.

One recent analysis concluded that land use mixes and pedestrian-friendly design in residential areas can reduce trip generation by up to 7 percent per household. Another study suggests that providing mixed uses in a residential area would decrease trips by 5 percent,

# Map VI-3 Transportation Improvements



whereas mixed uses in a commercial development would reduce trips by 7 percent.

Transit friendly design can also reduce single-occupancy vehicular trips. A study in southern California indicated that, holding household income and housing density constant, a transit-friendly neighborhood (i.e., primarily gridded streets) will result in 1 to 5 percent more trips being conducted by transit than in a conventional subdivision. Other studies predict that in transit-oriented developments, the number of automobile trips would decrease by 20 to 25 percent over conventional developments.

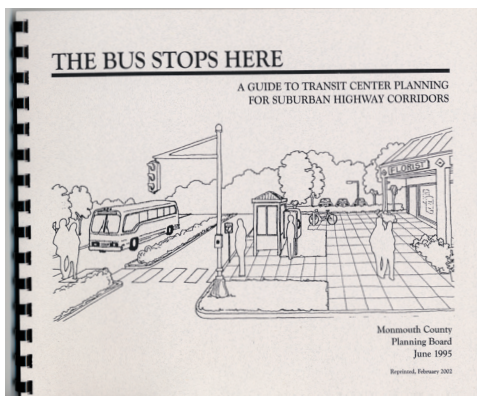
Besides a well-connected network of streets and sidewalks, transit-friendly design also incorporates bicycle access or storage facilities, and clean and well-lit waiting places. Along suburban corridors, the location of buildings near the street line with parking in rear promotes transit use. Bus pullout bays can help to reduce vehicular conflicts, and to preserve traffic flow. Transit facilities should always be examined as part of site plan reviews.

The principles of transit-friendly design are illustrated in the Monmouth County Planning Board publication *"The Bus Stops Here"*. It covers a wide range of topics, from safety features at transit stops to retail services.

#### 6.4.2. Opportunities for Park & Ride Lots

There are currently 4,100 spaces in park and ride lots in the study area. If the population in the study area increases as projected in the Monmouth County Cross Acceptance Report, and if commutation trends hold steady, there will be a need for approximately 1,300 new spaces in the study area through the year 2020. Approximately two-thirds of these spaces will be needed in the Route 9 corridor above Freehold Borough, and the other one-third below. The use of park and ride lots is heavier in the northern section of the study area, as the number of commuters from Manalapan and Marlboro Townships heading into New York City or Northern New Jersey is higher than in other municipalities in the study area.

Municipalities should closely monitor the occupancy rate of park and ride spaces in the study area. Additional permits should be issued when the occupancy rate regularly drops below 90 percent. If the occupancy regularly tops 90 percent, and there are names on the park and ride waiting lists, the municipalities should move to increase the supply.



Schibanoff Park and Ride lot.

Municipalities can also proactively plan for commuter parking facilities through a variety of techniques. A density bonus could be provided for developments that provide commuter parking. This could be as a conditional use on developments along both Route 9 and Route 33. These developments could include mixed uses with retail services, office and residential uses.

Higher intensity commuter transit nodes could also be developed around existing municipal park-and-ride lots. This approach would offer incentives to develop transit villages and may be encouraged through public/private partnerships.

#### **6.4.3. Opportunity for Route 9 Bus Lane**

The shoulders along Route 9 can be selectively used as bus lanes during peak traffic times along the roadway. This option was proposed as part of the 1996 MOM Major Investment Study. This strategy will first be employed along Route 9 in Old Bridge Township, and success there may promote greater consideration along Route 9 in Monmouth County. One benefit from use of shoulders is that their use will enable buses to “jump” to the top of the queue of vehicles stopped at intersection approaches. Another technology being considered is the use of signals at approaches to give buses a head start over other vehicles; the signal for the bus lanes would turn green seconds before that for the other lanes. The more consequential timesavings, however, would come from use of the lanes for buses. Much of the Route 9 shoulder through the study area is 12 feet, which could accommodate a bus; the more significant physical improvement would consist of the need to increase the thickness of the shoulder pavement, as it was not constructed to absorb regular vehicular activity.

#### **6.4.4. Opportunity for Shuttle Service**

Marlboro Township was recently awarded a 20-passenger shuttle bus from the Community Shuttle program at NJ Transit. This program is intended to give municipalities the ability to “feed” passengers into a train station or major bus line. Although Marlboro Township has not yet established a route, the shuttle will focus on transporting passengers to the Matawan Train Station; from there, it is an hour commute to Penn Station in New York City. Given the traffic conditions on Route 9, it would be desirable if study area municipalities established bus stops for shuttle routes on arterial or collector roadways off Route 9, and did not merely duplicate the

existing bus service and park and ride lot service on Route 9. One benefit of the Community Shuttle program is that the municipality can use the shuttle bus for special needs during off-peak hours. Developing an intra-regional shuttle system should also be explored. This may be especially effective for the Western Monmouth Regional Center area.

#### 6.4.5. Route 9 Pedestrian Friendly Design

Improving pedestrian facilities is an important goal in the Regional Vision matrix. The section below makes a number of key recommendations, as follows:

- Incorporate consistent language in municipal design standards;
- Create pedestrian master plan for the region, and establish priorities;
- Reduce midblock crossings on Route 9;
- Install pedestrian signals where missing on Route 9;
- Promote driveway and pedestrian connections between adjacent uses.



Transit stop along Route 9 in Manalapan.

Sidewalks are missing in many critical places in the study area, particularly in retail areas along Route 9. In many cases, municipalities have waived the requirement for sidewalks, due to the perception that there would be no pedestrian activity on the site in question, or because the area was perceived to be unsafe for pedestrians. While these actions have undoubtedly served to discourage pedestrian activity, they have not prevented it, with the result being that pedestrians are even more at risk along high-speed roadways than they need have been. Because connections between adjacent developments are also missing in many places, pedestrians have not had the ability to avoid walking along Route 9.

All study area municipalities require developers to provide sidewalks, although the requirements are not uniform, and some municipalities make it easier than others for developers to waive the provision of sidewalks. Municipalities should consider incorporating language into their land development ordinances to make the waivers of curbside sidewalks more difficult. (Recommended language is provided in the Design Guidelines, Chapter 7.0.) Sidewalks in residential areas are, of course, controlled by the New Jersey Residential Site Improvement Standards.



No municipality requires commercial developments on major roadways to provide pedestrian connections to residential developments in the rear. Such connections would significantly shorten pedestrian trips for residents in the area, given the lack of a pedestrian-friendly street grid through much of the study area. These requirements would be a logical accompaniment to ordinance provisions that give municipalities the ability to require pedestrian easements in unusually long blocks (typically over 800 to 1000 ft.). They would both have as their goal the reduction of otherwise long trips for pedestrians.

Ultimately, a provision requiring sidewalks for site plans or subdivisions will have little effect if planning boards grant waivers on these requirements. Planning boards for the municipalities have granted waivers for a wide range of uses and in a wide range of areas, from properties fronting Route 9 to relatively dense commercial developments in “centers” off Route 9. It would be desirable if waivers were granted on a more selective basis.

Following are priorities for the provision of pedestrian facilities in the study area:

- Medium to high residential density developments nearby Route 9
- Retail uses
- Facilities serving children and elderly
- Transit facilities

Medium to high density residential developments in relatively close proximity to Route 9 should be designated as a high priority in the provision of pedestrian facilities, for several reasons:

- 1) The higher concentration of pedestrians results in a higher usage of pedestrian facilities.
- 2) There is a higher concentration of attractions – especially retail uses – within walking distance of these residential developments.
- 3) Traffic volumes are higher on roadways closer to Route 9, increasing the exposure of pedestrians in these areas to motor vehicles.
- 4) The residents in these developments have a lower average vehicle ownership rate, or may be completely transit dependent, resulting in a higher percentage of trips by foot.

Retail uses within the study area should also be of high priority in the provision of pedestrian facilities. Many retail uses are within walking distance of residential areas off Route 9 and of workers in offices

and other uses along the corridor. Further, retail uses typically have a large number of lower-income service workers that may be transit-dependent, and must therefore, by definition, incorporate pedestrian trips into their work commute.

Facilities that serve the least mobile populations in the study area – children and the elderly – should always receive attention in the provision of pedestrian facilities. An increasing focus of “smart growth” planning has been the placement of schools in locations to which children could walk, rather than be bussed or carpooled by parents. The construction of Wemrock Elementary School in Manalapan is an example of school construction that fosters sprawl. None of its students will be able to walk there, both because of its distance from residential neighborhoods and because it is located on a county roadway with no pedestrian facilities.

Finally, the park and ride lots and transit stops along Route 9 are obvious pedestrian priorities. There are many pedestrian trips in the evening peak hour, when passengers discharged by southbound buses cross Route 9 to return to their vehicles in park and ride lots, the large majority of which are on the northbound side.

A Pedestrian Master Plan for the region is recommended to establish priority locations especially on Route 9 which should have sidewalks. This should be developed as a regional planning effort.

In their journey along and across Route 9, pedestrians are routinely exposed to numerous vehicles traveling at high speeds. Most of the intersections along Route 9 have crosswalks along at least one leg, as well as pedestrian push-buttons at signals. These facilities should ultimately be present at every signal along the corridor, along with adequate lighting.

Pedestrian mid-block crossings of Route 9 are a significant issue along the corridor, and pedestrian fatalities have occurred. In some cases, these fatalities are largely unavoidable, as pedestrians or motorists make reckless decisions. To discourage many mid-block crossings, however, the following steps can be taken:

- Provide an uninterrupted stretch of sidewalks and other facilities along Route 9 between signalized crossings, thereby providing less reason for pedestrians to cross over to the other side of the highway between signals;
- Provide a buffer (such as shrubbery) between sidewalk and roadway;
- Locate transit stops close to convenient signalized

- intersections, and not mid-block;
- As a last resort, install a fence on the median.

A study of pedestrian safety at transit stops along Route 9 from Monmouth to Ocean counties is currently being conducted by New Jersey Transit and NJDOT.

#### 6.4.6. Driveway Connections

Municipalities can do more to promote driveway and pedestrian connections between adjacent commercial properties along the Route 9 corridor. These connections are currently much more the exception than the rule, but are extremely desirable, as they provide a venue for both motorists and pedestrians to move easily between adjacent developments. They also negate the need for motorists to re-enter Route 9, thus improving traffic flow and reducing the accident rate. A positive benefit of connecting properties is the need for fewer driveway openings along Route 9.

Municipalities can employ a number of strategies in promoting these connections, ranging from incentives to requirements. Some jurisdictions offer developments the opportunity to reduce the number of parking spaces if they combine driveways and parking lots with adjacent developers; this is the case for Lansing, Michigan. Some municipalities simply require developers to provide these connections wherever feasible. Cross access drives, passing both in front of and behind developments, are an excellent means of accommodating large volumes of local traffic.



Raintree development.

The most comprehensive means of coordinating property access along Route 9 would be an Access Management Plan. This would be prepared in concert with the municipality, county and state. The location of all potential driveway openings along Route 9 would be identified, along with connecting driveways off Route 9. Municipalities do not always have the wherewithal to prepare an access management plan, and it is therefore recommended that the municipality do what it can in the immediate future to amend its ordinance to provide connections between adjacent uses. (Recommended language is provided in the Design Guidelines, Chapter 7.0.)

#### 6.5. COMMUNITY INFRASTRUCTURE

Given continued population growth, little can be done to avoid new school construction in the future. Where new schools are needed, it would be desirable to plan these adjacent to residential development,

so at least some students could walk to school. Planning for community schools should be done proactively and in concert with each municipality. It should also be integrated into the Master Plan process with future community school sites developed within or near centers or in areas with residential concentrations.

Regarding water infrastructure, the municipalities should continue to implement appropriate conservation measures. Both Englishtown and Farmingdale needs to address water supply issues.

Continued expansion of the sewerage system will also be needed, although capacity of the sewage treatment facilities is adequate to process increased flows in the foreseeable future. The townships should continue to plan for these facilities in areas consistent with State Plan designations.

#### **6.6. MUNICIPAL VISIONS**

Each municipality has defined its own vision statement that expands the regional vision to the local level. The municipal visions are as follow:

- Englishtown Borough – Continue revitalization of the borough while maintaining the borough's character.
- Farmingdale Borough – Maintain rich historical integrity and character of town through preservation measures while revitalizing commercial areas and downtown core.
- Freehold Borough – Continue revitalization of downtown and residential areas to maintain prominence as the center for Western Monmouth County.
- Freehold Township – Continue to manage growth, encourage transportation improvements, and deal with regional growth.
- Howell Township – Maintain open space feeling in Howell.
- Manalapan Township – Provide citizens of Manalapan with a community that benefits from well planned growth and development that is in harmony with and balanced by the conservation and protection of farmland and open space to protect the natural environment and cultural resources.
- Marlboro Township – Maintain suburban & rural character with improved level of service / circulation along Route 9, Route 79 and other major roads.

These statements were defined in light of previous analyses and decisions made by the TAC and the Collaborative during discussions concerning municipal issues and opportunities presented in each municipality.

### 6.6.1. Municipal Planning Agendas

The following Municipal Planning Agendas describe in detail the issues highlighted in the Needs & Issue diagram and relates them to a Palette of Alternatives. The Palette of Alternatives for each municipality are particularly important. These options form the basis of the strategies that each municipality will use to realize both the municipal and regional visions. These alternatives were created and shaped with the input of TAC and Collaborative members. The column following RV indicates the regional vision statement (VS1, VS2, VS3, VS4) to which the palette alternative relates. A “Comments” column highlights specific comments by community representatives through the process. The column, “Municipal Tasks,” describes the actions that municipalities are needed to perform to follow through on the alternatives selected. The “Other Agency Involvement” column highlights other agencies that may assist or serve as a resource to the municipality and also highlights potential funding sources available to facilitate planning. The column, “Time Frame” indicates expected schedule for completion. The final column, “Target,” provides the expected benchmark to complete each agenda item.



# ENGLISHTOWN BOROUGH PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Continue revitalization of the borough while maintaining the borough's character.	Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of Main Street	VS1		Establish Main Street program to coordinate recruitment of new businesses.	Main Street New Jersey, MCPB	1-2 years	Selection as Main Street Community Recognition.
						Consider establishment of Special Improvement District (SID).	NJ DCA SID grants	2 years	SID
						Prepare Streetscape Enhancements Plan to improve Main Street	NJ DOT Transportation Enhancement grants, CDBG, MCPB	2-3 years	Streetscape Improvements.
						Consider redevelopment of school district properties.	NJ EDA	1 year	Redevelopment Plan.
	Redevelop urban center to promote vitality and economic development of the borough	2	Adopt design guidelines for residential and commercial areas	VS1	Adopt colonial theme which is compatible with Village Inn. Provide design guidelines specially for County roads.	Permit R-MD uses in C-1 district, by zoning change.		1 year	Zoning Amendment.
						Prepare design guidelines as part of subdivision and land development ordinance.	MCPB	1 year	Zoning Amendment.
		3	Evaluate development of potential M.O.M. station to support economic development	VS1	The borough believes that there is limited space for a station. In case there is one, it should be developed as a mixed-use type of development, integrated with a shuttle service.	Coordinate with New Jersey Transit Office of Project Development to determine potential economic development benefits of rail station.	NJ Transit	Indeterminant	Dependent Upon M.O.M. Line Decision.
		4	Evaluate water capacity for future development	VS1		Pursue transit village designation. Retail space should be incorporated in station with high-end housing nearby.	NJ Transit	Indeterminant	Transit Village Designation.
Revitalize/redevelop underutilized properties		5	Obtain designation as Village Center	VS1	Designation received May 2002.	Update Utility Plan in Master Plan.		1 year	Utility Plan.
		6	Include an Historic Preservation Element in the Master Plan	VS2		Follow Implementation Agenda.		On-going	
		7	Examine redevelopment opportunities along Park Avenue / Station Street	VS1	Hair Systems Development is an example of reuse of industrial site.	Incorporate Historic Preservation Element in Master Plan. Adopt historic preservation ordinance.	NJ Historic Commission grants	2 years	Historic Preservation Plan.
		8	Examine parkland acquisition to provide recreation facilities	VS2	Conservation zones provide opportunities for park facilities on landfill site and trails.	Prepare Redevelopment Plan for area, including standards for redevelopment.	NJ OSG, NJ EDA	2 years	Redevelopment Plan.
						Prepare Open Space Plan, with goal of expanding recreation facilities. Coordinate efforts with County on regional greenway connections.	MCPB	2 years	Open Space Plan.
						Seek funding to implement acquisition, design and construction.	NJ DEP Green Acres, NJ DEP National Recreational Trails	3 years	Open Space Plan.

# ENGLISHTOWN BOROUGH PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Continue revitalization of the borough while maintaining the borough's character (continued).	Improve circulation system	9	Install sidewalk and bike facilities	VS3	Install bike facilities in conservation zones; Install sidewalks on Water Street, Wood Avenue, La Satta Avenue and Park Avenue.	Develop Bike/Sidewalk Plan as amendment to Master Plan.	NJ DOT Bike/Ped. Planning Assistance	2 years	Bike/Ped. Plan.
						Apply for funding to develop bike/pedestrian facilities.	NJ DOT Transportation Enhancement grants, Municipal Aid, Local Aid for Centers of Place	3 years	Construction of Improvements.
		10	Review levels of service for increased traffic volumes	VS3	Weekends have been indicated as a particular problem.	Request traffic study of signalized intersections from County Engineer.	MC Engineering Dept., NJ DOT Assistance for Centers of Place	1 year	Traffic Study.
						Coordinate with Manalapan shuttle system.	NJ Transit, MCPB	3 years	Shuttle System Operational.
	12	Provide off-street parking	VS1		Application for a grant for parking lot behind Village Inn has been submitted. Consider parking at antique store on Main Street.	Prepare parking study to identify potential sites and parking yield to support commercial revitalization efforts. Identify funding and implement recommendations.	NJ DOT Local Planning Assistance, Monmouth County	2 years	Parking Improvements.
						Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
	14	Improve image of transportation corridors	L		Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	1 year	Zoning Amendment.

# FARMINGDALE BOROUGH PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Maintain rich historical integrity and character of town through preservation measures while revitalizing commercial areas and downtown core.	Promote vitality and economic growth in the Borough	1	Revitalize commercial area and downtown core	VS1	Retain character of town.	Request technical assistance from NJ DCA. Establish Main Street Program to coordinate recruitment of new businesses. Consider establishment of a Special Improvement District.	NJ DCA Main Street New Jersey, Livable Communities, Local Aid for Centers of Place, NJ DCA SID grants, MCPB	2 years	Selection as Main Street Community Recognition.
						Design and implement streetscape improvements.	NJ DOT Transportation Enhancement grant, NJ DOT municipal aid, MCPB, CDBG	1 year	Streetscape Improvements.
						Revise zoning ordinance to permit apartments as use on second floor in commercial district.		1 year	Zoning Amendment.
		2	Develop plans for potential M.O.M. station in cooperation with Howell	VS1	There is limited space in the Borough for a station	Coordinate with New Jersey Transit Office of Project Development on study of feasible sites in association with Howell.	NJ Transit	Indeterminant	M.O.M. Station Selected.
		3	Develop plans for revitalization opportunities along railroad right-of-way	VS1		Pursue Transit Village designation if M.O.M. station is selected. Prepare Station Plan in cooperation with Howell.	NJ Transit	Indeterminant	Transit Village Plan.
		4	Provide design standards to support revitalization efforts	VS1		Request technical assistance from NJ DCA and NJ EDA for redevelopment study. Prepare redevelopment plan. Coordinate efforts with Howell.	NJ DCA, NJ EDA, NJ OSG Smart Growth grants, NJ DCA Livable Communities	2 years	Redevelopment Plan.
		5	Obtain designation as a Village Center	VS1		Prepare design guidelines as part of subdivision and land development ordinance. Should be consistent with historic character of Borough.	MCPB	2 years	Design Guidelines.
		6	Maintain rich historical character and promote historic preservation	VS2		Support endorsement as center as part of Western Monmouth Development Plan.	NJ OSG, MCPB	<1 year	WMDP Endorsement.
		7	Create buffer zone between industrial redevelopment site and residential uses	VS1		Pursue Municipal Plan Endorsement as Village Center	NJ OSG	2 years	Municipal Plan Endorsement.
						Conduct historic site survey. Incorporate Historic Preservation Element in Master Plan; adopt historic preservation ordinance.	NJ Historic Commission grants	2 years	Historic Preservation Plan.
						Incorporate provision for buffer in zoning ordinance.		1 year	Zoning Amendment.

# FARMINGDALE BOROUGH PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
<p>Maintain rich historical integrity and character of town through preservation measures while revitalizing commercial areas and downtown core (continued).</p>	Provide adequate services for all business and residents of the municipality	8	Expand recreational opportunities.		Develop young adult recreation and education resource centers/parks.	Assess recreation resources and opportunities through Recreation Plan.	NJ DCA Recreation Assistance	1 year	Recreation Plan.
		9	Coordinate redevelopment and infill projects with plans for infrastructure	VS1		Seek funding for pilot project from NJ DCA	NJ DEP Green Acres, NJ DCA Recreation Assistance	2 years	Pilot Recreation Project.
	Improve circulation system					Coordinate with state and regional authority to increase water supply.	NJ DEP	On-going	
						Prepare Bicycle and Pedestrian Plan as amendment to Master Plan. Coordinate efforts with Howell and County.	NJ DOT Bike/Ped Planning Assistance, MCPB	2 years	Bike/Ped. Plan.
		10	Provide a comprehensive pedestrian and bicycle system	VS3		Establish bike trail along Southard Road to connect with Capital to Coast Trail. in cooperation with Howell Twp. Implement bike path spur to and from Allaire State Park.	NJ DEP Green Acres, NJ DOT Transportation Enhancement grants, Eastman Kodak Greenways, NJ DOT municipal aid	3 years	Trail Improvements.
		11	Reduce through traffic and speeding	VS3	Study and implement traffic calming measures along county roads.	Apply for grant for traffic study from NJ DOT Local Planning Assistance.	NJ DOT Local Planning Assistance, MCPB	1 year	Traffic Improvements.
		12	Improve image of transportation corridors	L	Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
				L/C/S	Improve road aesthetics and signage system	Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	1 year	Zoning Amendment.

# FREEHOLD BOROUGH PLANNING AGENDA

Vision	Needs & Issues #	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Continue revitalization of downtown and residential areas so as to maintain prominence as center of Western Monmouth region.	1	Continue revitalization of Downtown	VS1		Update Economic Development Plan in Master Plan.		1 year	Economic Development Plan.
	2	Consider zoning changes as part of redevelopment in Borough	VS1		Continue to evaluate desired land uses on Throckmorton Street, on vacant industrial site south of downtown, and on Freehold Raceway site. Consider mixed uses where possible to create activity. Revise Master Plan and zoning ordinance to incorporate changes. Consider Redevelopment Plan.	MCPB, NJ OSG Smart Growth grants	1 year	Master Plan/Zoning Amendment.
	3	Develop M.O.M. line station downtown while addressing traffic and parking issues	VS1		Coordinate with NJ Transit Office of Project Development on fitting potential M.O.M. station into existing urban fabric.	NJ Transit Office of Project Development	Indeterminant	Dependent upon the M.O.M. Line Decision.
	4	Coordinate on Western Monmouth Regional Center with appropriate municipalities and County	VS1		Request study from NJ DOT to evaluate current and future traffic conditions with M.O.M. station.	NJ DOT Local Planning Assistance	Indeterminant	Dependent upon the M.O.M. Line Decision.
Continue revitalization of downtown and residential areas so as to maintain prominence as center of Western Monmouth region.	5	Establish historic preservation ordinance	VS2		Coordinate with Freehold Township, Howell Township and Monmouth County. Establish mechanism to address regional issues.	MCPB	On-going	Regional Center Committee.
	6	Complete Route 33 and Kozlowski Road bypasses	VS3		Prepare historic property survey. Prepare Historic Preservation Element for Master Plan, adopt historic preservation ordinance.	NJ Historic Commission grants	2 years	Historic Preservation Plan.
	7	Increase access to regional transit services	VS3		Continue to coordinate improvements with NJ DOT and County.	MC Engineering Dept., NJ DOT	3 years	Road Improvements.
	8	Address traffic congestion	VS3		Coordinate with Freehold Township to establish shuttle system.	MCPB, NJ Transit	2 years	Shuttle System Operational.
	9	Study feasibility for parking garage	VS3	Borough has studied parking for many years, and construction of a parking garage is among Borough's primary goals.	Request study from NJ DOT Local Planning Assistance to evaluate current and future traffic conditions. Evaluate traffic signalization as part of study.	NJ DOT Local Planning Assistance	2 years	Traffic Study.
	10	Improve image of transportation corridors	L	Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	Perform feasibility study for parking garage, and identify funding sources. Consider incorporating into potential M.O.M. station development	NJ Transit Office of Project Development, NJ DOT Local Planning Assistance	2 years	Parking Feasibility Study.
			L/C/S	Improve road aesthetics and signage system	Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
					Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	1 years	Zoning Amendment.



# FREEHOLD TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Continue to manage growth, and encourage transportation improvements to deal with regional growth.	Redevelop existing nodes to promote vitality and economic development of the township	1	Integrate development of public facilities with residential facilities	VS1		Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods.		On-going	Master Plan Amendment.
		2	Revitalize existing Route 9 activity areas	VS1	Upgrade existing activity areas.	Incorporate activity areas in Land Use Plan. Create new overlay zoning district to promote pedestrian and vehicular connections, and mixed use opportunities.	MCPB	1 year	Master Plan/Zoning Amendment.
		3	Promote mixed-use centers along existing transportation corridors	VS1		Locate commercial districts, especially retail, proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines. Permit up to 10% retail uses as part of office developments in CMX zones.	MCPB	1 year	Zoning Amendment.
		4	Adopt design guidelines to protect the historical context of identified areas	VS2	New architectural guidelines ordinance have been passed.	New ordinance is in effect. Review other WMDP guidelines to establish aesthetic improvements on Route 9.	MCPB	1 year	Zoning Amendment.
		5	Locate M.O.M. station at the intersection of Route 33 with Kozlowski Road	VS3	Station should be a park and ride, not a transit village. Limited retail acceptable.	Coordinate with NJ Transit Office of Project Development. Station should include retail space.	NJ Transit	Indeterminant	Dependent on M.O.M. Line Decision.
	Enhance the transportation system to promote efficient connections and protect the historic and natural environments	6	Establish Regional Center in coordination with Borough and Howell Township	VS1		Support endorsement of Regional Center through Western Monmouth Development Plan.	NJ OSG, MCPB	<1 year	WMDP Endorsement.
						Revise Master Plan to include Western Monmouth Regional Center. Pursue plan endorsement with NJ OSG.	NJ OSG	1-2 years	Municipal Plan Endorsement.
		7	Preserve historic resources	VS2		Set up organization to cooperate on regional issues with Freehold Borough and Howell Township.	MCPB	On-going	Regional Center Committee.
						Prepare historic property survey. Prepare Historic Preservation Element for Master Plan; adopt historic preservation ordinance.	NJ Historic Commission grants	2 years	Historic Preservation Plan and Ordinance.
		8	Expand Route 9 park & ride facilities	VS3		Annually monitor parking lots to determine occupancy rate. Increase over-subscription if occupancy rate falls below 75%; seek new facilities on arterial or major collector roadways, or expand existing facilities if rate is above 90%.		On-going	Park and Ride Utilization Report.
		9	Provide pedestrian, bicycle and vehicular connections to residential and commercial developments	VS3		Provide density bonus for commercial developments with park and ride facilities.		1 year	Zoning Amendment.
						Strengthen language for pedestrian and vehicular connections in subdivision and land development ordinance.	MCPB	1 year	Zoning Amendment.
						Develop access management plan for Route 9, Route 33, CR 537 in coordination with NJ DOT and County.	MCPB, NJ DOT, MC Engineering Dept., NJ DOT Local Planning Assistance	2 years	Access Management Plan.

FREEHOLD TOWNSHIP  
PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Continue to manage growth, and encourage transportation improvements to deal with regional growth (continued).	Enhance the transportation system to promote efficient connections and protect the historic and natural environments (continued)	10	Coordinate shuttle/transit opportunities with Freehold Borough	VS3		Coordinate with Freehold Borough on the development of new transit services.	NJ Transit, MCPB	2 years	Shuttle Service Implemented.
		11	Provide pedestrian and bike connections in the area of the future M.O.M. station	VS3		Coordinate with NJ Transit, NJ DOT.	NJ Transit, NJ DOT	Indeterminant	Dependent on M.O.M. Line Decision.
		12	Develop bike trail system	VS3		Prepare Bicycle and Pedestrian Plan as amendment to Master Plan.	NJ DOT Bike/Ped. Planning Assistance	1-2 years	Bike/Ped. Plan.
						Continue planning for Heritage trail, Capital to Coast trail, and Henry Hudson trail. Coordinate efforts with Howell and other adjoining municipalities and County.	MCPB, MCPB, NJ DEP Green Acres, NJ DOT Transportation Enhancement grants, Eastman Kodak Greenways	3 years	Trail Construction Completed.
						Coordinate with NJ DOT, NJ TPA and County on priority road improvements identified in WMDP. Facilitate improvement scoping for Route 9 priority intersections for the Transportation Improvement Program (TIP).	NJ DOT, NJ TPA, MCPB, MC Engineering Dept.	2 years	Improvement on TIP for Design and Construction.
		13	Address traffic and safety issues along Route 9, Route 33 and Route 537	VS3	Promote installation of more sidewalks.	Identify priority areas for new sidewalks along roadways and request funding from NJ DOT. Coordinate efforts through County.	NJ DOT Local Planning Assistance, MCPB, NJ DOT Municipal Aid	2 years	Sidewalk Plan.
		14	Improve image of transportation corridors	L	Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
					Improve road aesthetics and signage system	Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	1 year	Zoning Amendment.

## FREEHOLD TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Continue to manage growth, and encourage transportation improvements to deal with regional growth (continued).	Protect and enhance important natural and historic resources	15	Participate in regional planning initiatives on greenways	VS1		Coordinate with State and County on regional planning projects. (see #12 above)	Eastman Kodak Greenways, NJ DEP Green Acres	3 years	Greenway Systems.
	Manage and protect productive farmlands	16	Focus future development to reduce sprawl and preserve farmland and open space	VS4	Little farmland remains.	In RR district, mandate or permit as-of-right cluster design to preserve farmland. Permit noncontiguous parcel clustering (NCPC) in zoning ordinance. Provide development bonus to encourage NCPC in appropriate locations.	MCPB, NJ Dept. of Agriculture	1 year	Zoning Amendment.
						Purchase the development rights of priority farmland. Continue to support open space tax.	MC Agriculture Development Board	On-going	Priority Farmland Preserved.

# HOWELL TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Keep open space feeling in Howell.	Redevelop existing centers/nodes/transportation corridors to promote vitality and economic development of the township	1	Designate Adelphia as center, preferably as "historic hamlet"	VS1		Designate Adelphia as Village Center through Western Monmouth Development Plan. Revise master plan and zoning to recognize village. Identify infill development opportunities. Assess revitalization of village main street. Study traffic problems on Rt. 524 and prioritize improvements. Enhance appearance of Rt. 524 through design guidelines sensitive to historic character.	MCPB, NJ OSG NJ DOT, MCPB, Local Aid for Centers MC Engineering Dept. NJ DOT MCPB	<1 year 2 years 2 years 2 years	WMPD Endorsement. Master Plan/Zoning Amendment. Traffic Study. Design Guidelines.
		2	Designate Ramtown as a Center	VS1		Prepare streetscape enhancement plan to improve appearance of Adelphia Road. Designate Ramtown as a Village Center through Western Monmouth Development Plan.	NJ DOT Transportation Enhancement grants MCPB, NJ OSG	2 years <1 year	WMPD Endorsement.
		3	Consider potential redevelopment opportunities along railroad right-of-way (near Farmingdale)	VS1	Coordinate efforts with Farmingdale.	Assess center expansion opportunities to include new grammar school, and middle school. Expansion could also be coordinated with designating Ramtown as "receiving zone" for non-contiguous parcel clustering, or density transfer. Revise Master Plan and zoning. Coordinate revitalization efforts with Farmingdale. Assess options and incorporate in Master Plan. Consider Redevelopment Plan for area.	NJ OSG, MCPB NJ DCA, NJ OSG, NJ EDA	2 years 2 years	Master Plan/Zoning Amendment. Master Plan Amendment.
		4	Redevelop/revitalize old Route 9 commercial sites	VS1		Identify redevelopment opportunity areas in WMPD and Howell Land Use Plan. Encourage redevelopment /revitalization as integrated area with pedestrian and vehicular connections. Expand Regional Center to include area bounded by railroad, Route 33 and Fairfield Road.	MCPB, NJ OSG MCPB, NJ OSG	2 years <1 year	Master Plan Amendment. WMPD Endorsement.
		5	Expand Regional Center boundaries between Route 33 and Business 33	VS1	This would be in conjunction with industrial and commercial uses. Fairfield and Route 33 is a good location with the railroad forming the southern boundary.	Revise Master Plan to include Western Monmouth Regional Center. Pursue Plan Endorsement of municipal plan with NJ OSG.	MCPB, NJ OSG	2 years	Municipal Plan Endorsement.
		6	Promote mixed-use centers along existing transportation corridors	VS1		Set up organization to cooperate on regional issues. Locate commercial districts, especially retail, proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines. Incorporate activity areas in the Master Plan.	MCPB MCPB	On-going 1 year	Regional Center Committee. Master Plan/Zoning Amendment.

## HOWELL TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Keep open space feeling in Howell (continued).	Redefine existing centers/nodes/transportation corridors to promote vitality and economic development of the township (continued)	7	Integrate development of public facilities with residential facilities	VS1	Board of Education decides on this matter. However, development of new public facilities should respect scenic aspects of Route 524 and other County roads.	Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods. Assess in Master Plan.		2 years	Master Plan Amendment.
		8	Provide pedestrian and vehicular connections to residential and commercial developments	VS3		Incorporate language for pedestrian and vehicular connections in subdivision and land development ordinance.	MCPB	1 year	Zoning Amendment.
						Develop access management plan for Route 9, Route 33 in coordination with NJ DOT and County.	MCPB, MC Engineering Dept., NJ DOT Local Planning Assistance	2 years	Access Management Plan.
	Enhance the transportation system to promote efficient connections and protect the historic and natural environments	9	Provide sidewalks along major roadways	VS3		Identify priority areas for new sidewalks along major roadways such as Route 9 and Route 33. Identify priority areas for new sidewalks along county and local roads, such as in the centers of Adelphia and Ramtown. Coordinate with adjoining municipalities and County.	NJ DOT Bike/Ped. Planning Assistance, MC Engineering Dept., MCPB	2 years	Sidewalk Plan.
		10	Provide bike trail system			Coordinate on "Capital to Coast" trail with County and adjoining municipalities.	MCPB, MCPS, NJ DEP Green Acres, NJ DOT Transportation Enhancement grants	On-going	Bike/Ped. Plan.
	Seek bicycle planning assistance from NJ DOT.					MCPB, Eastman Kodak Greenways, NJ DOT Bike/Ped. Planning Assistance	2 years	Bike/Ped. Plan.	
		11	Plan for the future M.O.M. line station	VS3	Station could be located in the regional center. Farmingdale location is less desirable.	Consider all options for possible M.O.M. station. Coordinate with New Jersey Transit Office of Project Development.	NJ Transit, MCPB	On-going	Dependent on M.O.M. Line Decision.
		12	Expand Route 9 park & ride facilities	VS3		Annually monitor parking lots to determine occupancy rate. Increase over-subscription if occupancy rate falls below 75%; seek new facilities on arterial or major collector roadways, or expand existing facilities if rate is above 90%.		On-going	Park and Ride Utilization Report.



## HOWELL TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Keep open space feeling in Howell (continued).	Enhance the transportation system to promote efficient connections and protect the historic and natural environments (continued)	13	Improve image of transportation corridors	L	Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
				L/C/S	Improve road aesthetics and signage system	Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	1 year	Zoning Amendment.
	Protect and enhance important natural and historic resources	14	Adopt historic preservation ordinance	VS2	This effort is underway.	Update historic preservation plan; adopt historic preservation ordinance and design guidelines to protect the character of historic areas.	MCPB, New Jersey Historic Preservation	1 year	Historic Preservation Plan.
		15	Adopt scenic road overlay ordinance	VS1	This effort is underway.	Identify and designate all scenic roads, such as Adelphia Road (CR 524) in master plan. Adopt scenic road overlay zoning ordinance.	MCPB	1 year	Scenic Road Plan.
	Manage and protect productive farmlands	16	Prioritize farmlands and open space to preserve	VS4		Protect farmlands through purchase of development rights; the farmland preservation "PIC" program is currently making \$5M available. Consider innovative zoning regulations to protect farmland. Seek State/County funding.	MCPB, NJDA, MC Agriculture Development Board	On-going	Farmland Preservation.
		17	Coordinate wastewater management plan to control growth	VS4	New wastewater management plan has been adopted.	Coordinate State Plan area designations and zoning districts to be consistent, and reflect public sewer areas.	NJ OSG, MCPB	<1 year	WMDP Endorsement.
						Focus growth in new sewer areas around existing expanded centers such as Ramtown, and Adelphia.			Master Plan Amendment.

# MANALAPAN TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues #	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
<p>Provide citizens of Manalapan with a community that benefits from well-planned growth and development in harmony with conserved farmland and open space. This balance is critical to protect the natural environment and sustain cultural resources.</p>	<p>Encourage development and redevelopment along Route 9 and Route 33, with concentrations around activity, to promote economic growth and vitality</p>	1	Integrate development of public facilities with residential facilities	VS1	Not a primary focus right now. In case of new developments, require donation of land for new facilities to be built in the future.		On-going	Master Plan Amendment.
		2	Concentrate new development around planned development areas	VS1	Little opportunity for newly planned activity areas or centers after Mount Laurel units are built.	MCPB	1 year	Zoning Amendment.
		3	Revitalize existing Route 9 commercial nodes	VS1	Upgrade existing activity areas.	MCPB	1 year	Master Plan/Zoning Amendment.
		4	Promote mixed use centers along existing transportation corridors	VS1	Some revitalization along Route 9 and potential for mixed-use center at Route 33 and Millhurst Road.	MCPB	1 year	Zoning Amendment.
	<p>Enhance the transportation system to reduce congestion</p>	5	Encourage design standards along Route 9 and 33	L	Design standards should reflect unique identity and improved aesthetics, with controls on signage, setbacks/buffers, landscaping, water features, and billboards.	MCPB	1 year	Zoning Amendment.
					Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
					Improve road aesthetics and signage system	MCPB, NJ DOT	1 year	Zoning Amendment.
		6	Increase park & ride facilities; provide new facilities along Route 33.	VS3	There is still some space available on Route 9.		On-going	Park and Ride Utilization Report.
	<p>Enhance the transportation system to reduce congestion</p>	7	Coordinate with Englishtown location and needs for the future M.O.M. line station	VS3	Definite interest in working with Englishtown to find location for train station.	NJ Transit, MCPB	Indeterminant	Dependent on M.O.M. Line Decision.
		8	Implement shuttle bus services to Matawan train station	VS3	Looked into shuttle, but cost is prohibitive. Maybe an opportunity for a NJT route to future Matawan/Aberdeen expanded station.	NJ Transit, MCPB	1 year	Expanded Transit Routes.

# MANALAPAN TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues #	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
<p>Provide citizens of Manalapan with a community that benefits from well-planned growth and development in harmony with conserved farmland and open space. This balance is critical to protect the natural environment and sustain cultural resources (continued).</p>	Enhance the transportation system to reduce congestion (continued)	9	Provide sidewalks along major roadways	VS3	Identify priority areas for new sidewalks along major roadways such as Route 9 and Route 33. Identify priority areas for new sidewalks along county and local roads. Apply for funding from NJ DOT.	MCPB, NJ DOT Local Aid, NJ DOT Ped/Bike Planning Assistance	2 years	Sidewalk Plan.
		10	Provide pedestrian and vehicular connections to residential and commercial developments	VS3	Already implemented at Epicenter, Best Buy and old Bradlees. Under implementation at Four Seasons and Meadows.	MCPB	1 year	Zoning Amendment.
	Protect and enhance important natural and historic resources	11	Adopt scenic road overlay ordinance	VS2	Adopt access management plan for Route 9 and Route 33 in coordination with NJ DOT and County.	MCPB, NJ DOT Local Planning Assistance	2 years	Access Management Plan.
					Preserve Iron Ore Road, Englishtown to Millstone, Daum Road and McCaffery as scenic roadways. Adopt scenic road overlay ordinance.	MCPB	2 years	Scenic Road Plan/Ordinance.
	Manage and protect productive farmlands	12	Focus development to reduce sprawl and preserve farmland and open space	VS4	Township has recently adopted lot averaging and farmland subdivision regulations. Consider providing bonus for cluster, and for non-contiguous parcel clustering.	MCPB	1 year	Zoning Amendment.
					Continue to pursue funding for farmland acquisition efforts. Prioritize farmland parcels.	MCPB, Monmouth County Agriculture Development Board, NJ DOA Preservation Incentive grants	On-going	Priority Farmland Preserved.

# MARLBORO TOWNSHIP PLANNING AGENDA

Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
Maintain suburban and rural character, with improved circulation along Route 9, Route 79 and other major roads.	Redevelop existing activity acres to promote vitality and economic development of the township	1	Encourage revitalization of Marlboro Center and designate as a Village Center	VS1		Designate Marlboro Village as a Village Center as part of the Western Monmouth Development Plan.	MCPB, NJ OSG	<1 year	WNMPD Endorsement.
		2	Integrate development of public facilities with residential facilities	VS1		Revise boundaries of village center zoning district to conform to Marlboro Village boundary. Maintain current Village scale.	MCPB, NJ OSG	1 year	Master Plan/Zoning Amendment.
		3	Revitalize existing Route 9 commercial activity areas	VS1		Pursue municipal plan endorsement with NJ OSG.	NJ OSG, MCPB	2 years	Municipal Plan Endorsement.
		4	Promote mixed-use centers along existing transportation corridors	VS1	Upgrade existing activity areas.	Coordinate with Board of Education on new schools; encourage placement in areas within walking distance of neighborhoods. Assess locations through Master Plan process.		On-going	Master Plan Amendment.
	Revitalize/develop abandoned properties	5	Redevelop Marlboro State Hospital	VS1		Incorporate activity areas in Land Use Plan. Create new overlay zoning district to promote pedestrian and vehicular connections, and mixed use opportunities.	MCPB	1 year	Master Plan/Zoning Amendment.
		6	Clean up and redevelop brownfields	VS1		Locate commercial districts proximate to medium and high-density residential areas. Promote multimodal transportation linkages through appropriate design guidelines.		1-2 years	Master Plan/Zoning Amendment.
		7	Improve levels of service at key roadway intersections	VS3	Key intersections include Route 9 & CR 520, and Route 79 & Pleasant Valley/Wincest Road.	Incorporate retail uses into planned office development; consider high-end or age-restricted housing on-site.	MCPB, NJ OSG Technical Assistance	1 year	Redevelopment Plan.
		8	Implement shuttle bus service to Matawan train station	VS3		Prepare study of brownfield sites. Identify cleanup and redevelopment options.	NJ DEP, NJ OSG, NJ EPA, US EPA, MCPB	3 years	Brownfields Study.
	Enhance transportation system to reduce congestion	9	Expand commuter parking facilities	VS3	More parking is needed, especially daily spaces.	Coordinate with County to request funding for planning and implementation studies from NJ DOT.	NJDOT Local Planning Assistance, MCPB, MC Engineering Dept.	2 years	
		10	Provide sidewalks along major roadways	VS3		Prepare study to maximize transit ridership on new shuttle route. Coordinate with adjoining municipalities and County.	NJ Transit, MCPB	1 year	Shuttle Service Implemented.
						Annually monitor parking lots to determine occupancy rate. Increase over-subscription if occupancy rate falls below 75%; seek new facilities on arterial or major collector roadways, or expand existing facilities if rate is above 90%.		On-going	Park and Ride Utilization Report.
						Provide density bonus for commercial developments with park & ride facilities	MCPB	1 year	Zoning Amendment.
						Identify priority areas for new sidewalks along major roadways such as Route 9 and Route 79. Identify priority areas for new sidewalks along county and local roads, apply for funding from NJ DOT. Coordinate effort	NJ DOT Ped/Bike Planning Assistance, NJ DOT Local A.I.D. MCDD	2 years	Sidewalk Plan.

**MARLBORO TOWNSHIP  
PLANNING AGENDA**

**WESTERN MONMOUTH DEVELOPMENT PLAN**

**THE PLAN**

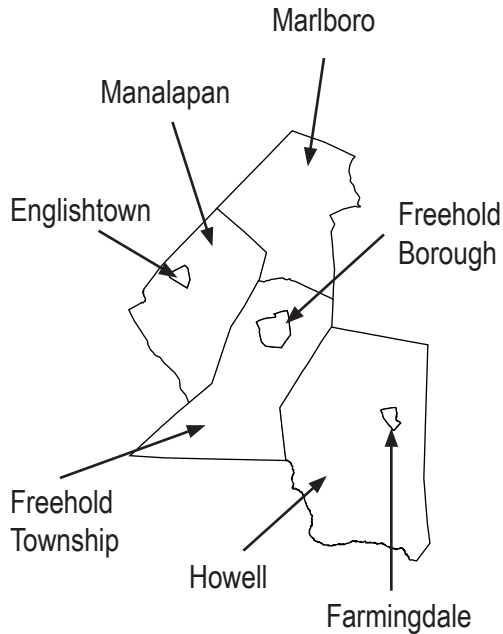
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Vision	Needs & Issues	#	Palette of Alternatives	RV	Comments	Municipal Tasks	Other Agency Involvement	Time Frame	Target
<p><b>Maintain suburban and rural character, with improved circulation along Route 9, Route 79 and other major roads (continued.)</b></p>	<p>Enhance transportation system to reduce congestion (continued)</p>	11	Improve pedestrian safety at Route 9 and Union Hill Road	VS3	Examples of improvements include steps from Rt 9 to sidewalk along southbound exit ramp, pedestrian crossing with signal at Union Hill Road between Exclusive Plaza and Cambridge Plaza.	Apply for pedestrian study from NJ DOT Local Planning Assistance.	NJ DOT Ped/Bike Planning Assistance, NJ DOT Local Aid, MCPB	2 years	Pedestrian Improvements.
		12	Provide pedestrian and road connections to residential and commercial developments	VS3		Incorporate language on pedestrian and vehicular connections in subdivision and land development ordinance.	MCPB, NJ DOT	1 year	Zoning Amendment.
	<p>Improve image of transportation corridors</p>	13	Establish scenic roadway overlay	VS2		Prepare access management plan for Route 9 and Route 79.	NJ DOT, MC Engineering Dept., MCPB	2 years	Assess Management Plan.
		14	Create a unique identity for each municipality along Route 9 and other major corridors using gateways and other road treatments	L		Establish scenic roadway overlay district.	MCPB	2 years	Scenic Road Plan, Zoning Amendment.
						Prepare gateway enhancement plan as an amendment to the municipal circulation plan. Gateway locations are identified on WMDP municipal development framework plans. Coordinate gateway enhancement efforts between municipalities. Seek funding to facilitate aesthetic improvements.	MCPB, NJ DOT Transportation Enhancement grants	2 years	Gateway Improvements.
		15	Improve road aesthetics and signage system	L/C/S		Incorporate guidelines recommended in the WMDP into local design standards.	MCPB, NJ DOT	1 year	Zoning Amendment.
	<p>Manage and protect productive farmlands</p>	16	Encourage farm preservation efforts		Wycoff Farm, DeMeio Farm are examples.	Coordinate with County farmland preservation program. Purchase development rights of priority farmland.	MCPB, MC Agriculture Development Board	On-going	Priority Farmland Preserved.
		17	Focus development to reduce sprawl and preserve farmland and open space	VS4		Permit noncontiguous parcel clustering (NCPC) in zoning ordinance. Consider development bonus to encourage NCPC in appropriate locations.	MCPB	1 year	Zoning Amendment.



### 6.6.2. Framework Overview

Based on the municipal planning agendas, a development framework diagram has been prepared for each municipality. These diagrams illustrate the actions decided upon by the TAC and Collaborative members to implement the vision for their respective municipality and serve as the conceptual basis for the design guidelines. The development framework maps, shown on the following pages, classify the actions into four proposed categories - growth initiatives, enhancements and generalized land use, and traffic improvements. Some implementation items could not be illustrated on the maps and need to be referenced from the planning agendas.



Map VI-5 provides a composite map of development framework for the Western Monmouth Region. The proposed growth initiatives shown on the maps are centers, activity areas, redevelopment opportunities, Monmouth Ocean Middlesex (MOM) stations, and parking facilities. Centers are compact forms of development with one or more cores and residential neighborhoods. Activity areas are areas of concentrated commercial activity but not part of a center. Redevelopment opportunities are sites that may need revitalization, conversion or redevelopment.

MOM stations are part of the proposed rail service that will run through Monmouth, Middlesex and Ocean counties. The MOM station locations shown on the maps represent possible locations that were identified in collaboration with municipalities. Multiple station symbols indicate different potential locations, not multiple stations. Parking facilities indicated may be park & ride lots, structured parking or surface parking lots. Connections symbols indicate general areas where pedestrian and vehicular circulation between commercial and residential areas should be improved.

The proposed enhancements shown on the maps are gateways, scenic roads, bike/pedestrian paths, and buffers. Gateways are markers that indicate entry points into the municipality on major roads. Scenic roads are public rights of way that have expansive views of farmland or other notable landscape. Bike and pedestrian paths are recreational trails or pathways that exclude automobile traffic as opposed to bike lanes that run along vehicular roads. Buffers are landscaped areas between different uses to provide visual separation (i.e. industrial and residential.)

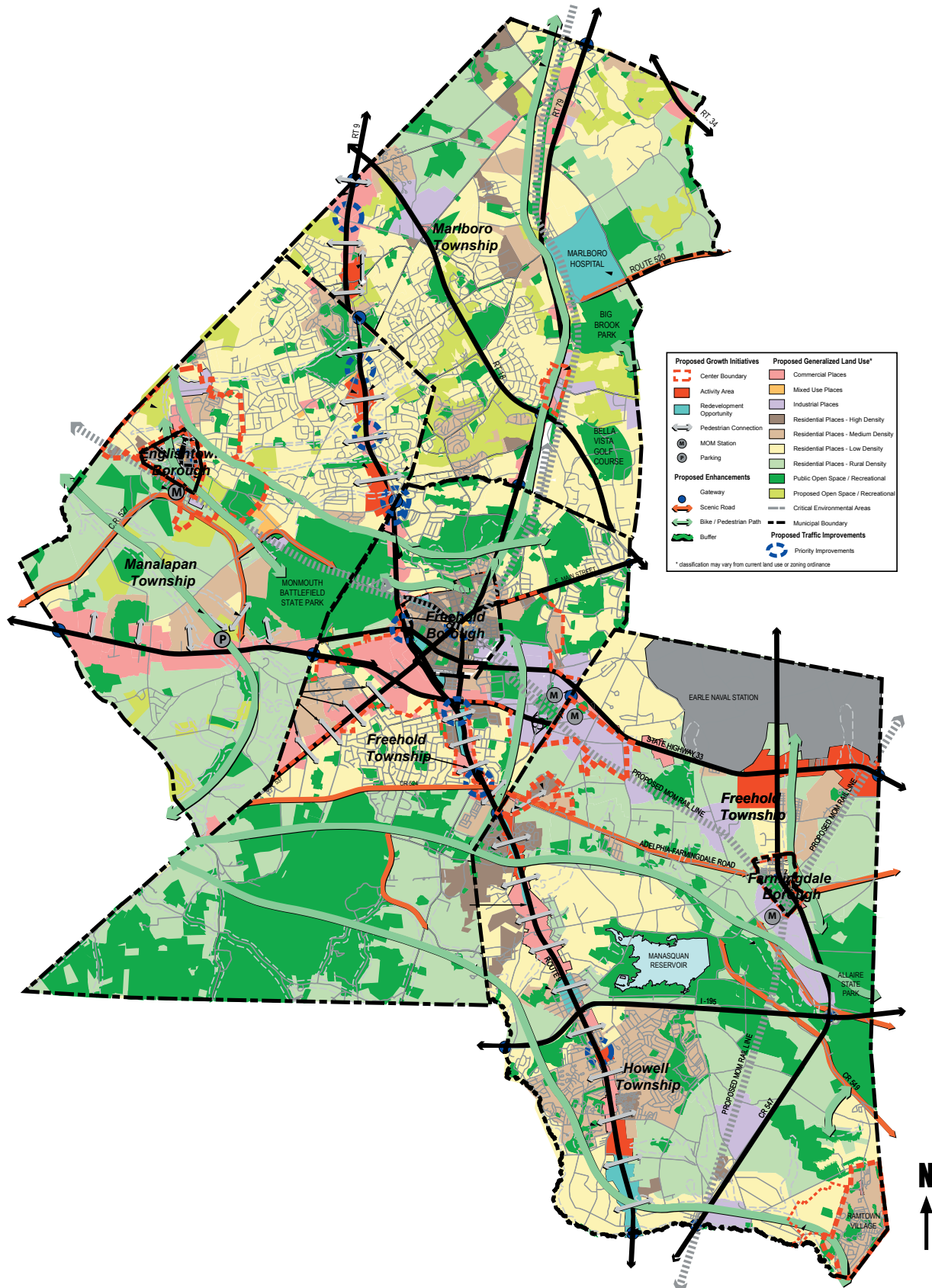
The proposed generalized land use comprises eight categories - commercial, mixed use, industrial, high, medium and low density

residential, rural residential and public open space. The classification of areas into these categories is based generally on the municipality's existing zoning, and has been modified to reflect the municipality's vision. Following are the general density classifications for each residential zoning category:

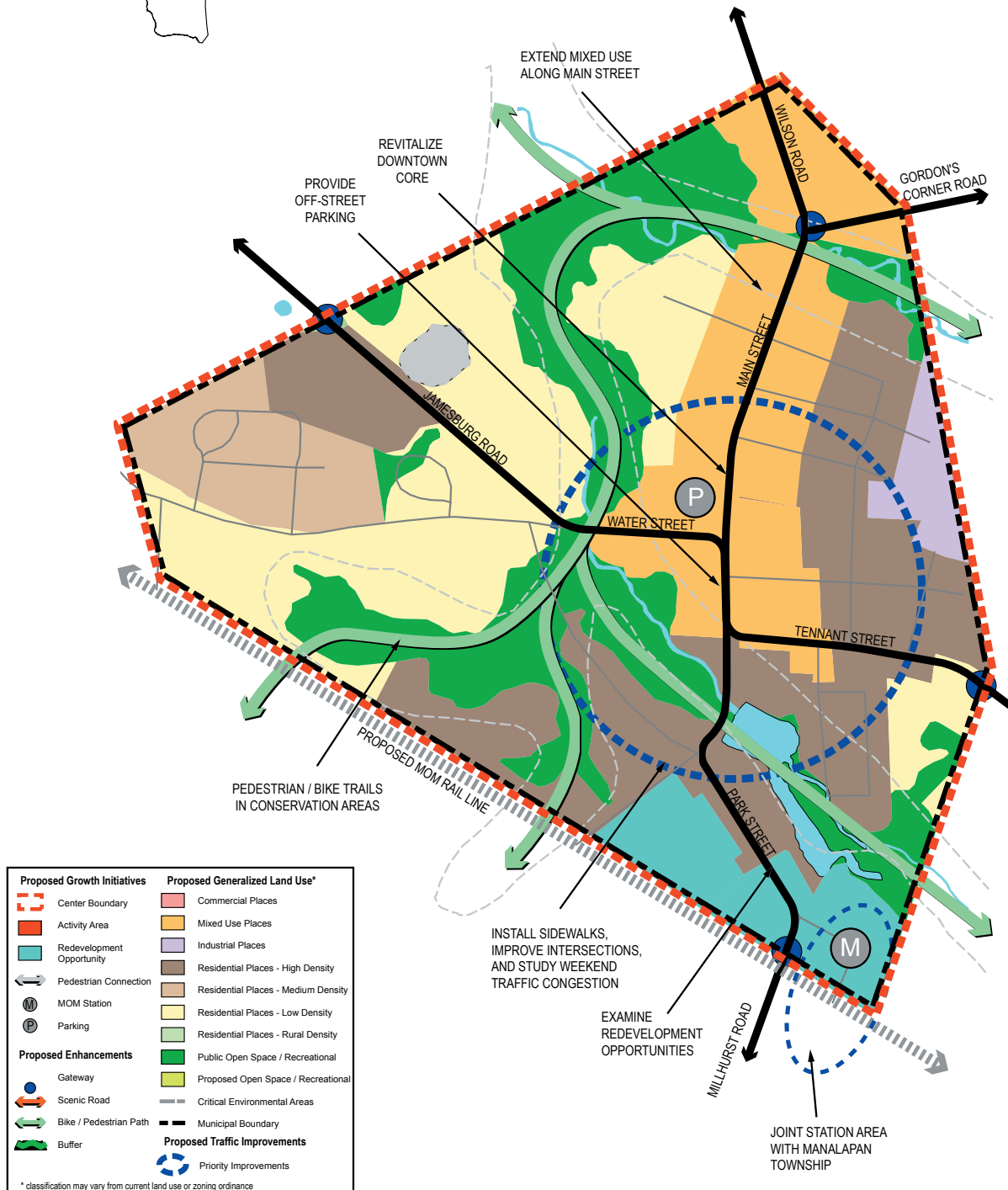
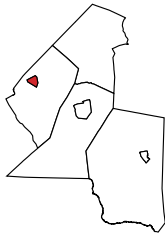
- High-density: 6 or greater units per acre
- Medium-density: 2 to less than 6 units per acre
- Low-density: 0.3 to less than 2 units per acre
- Rural: Less than 0.3 units per acre

The maps also show critical environmental areas and transportation improvements.

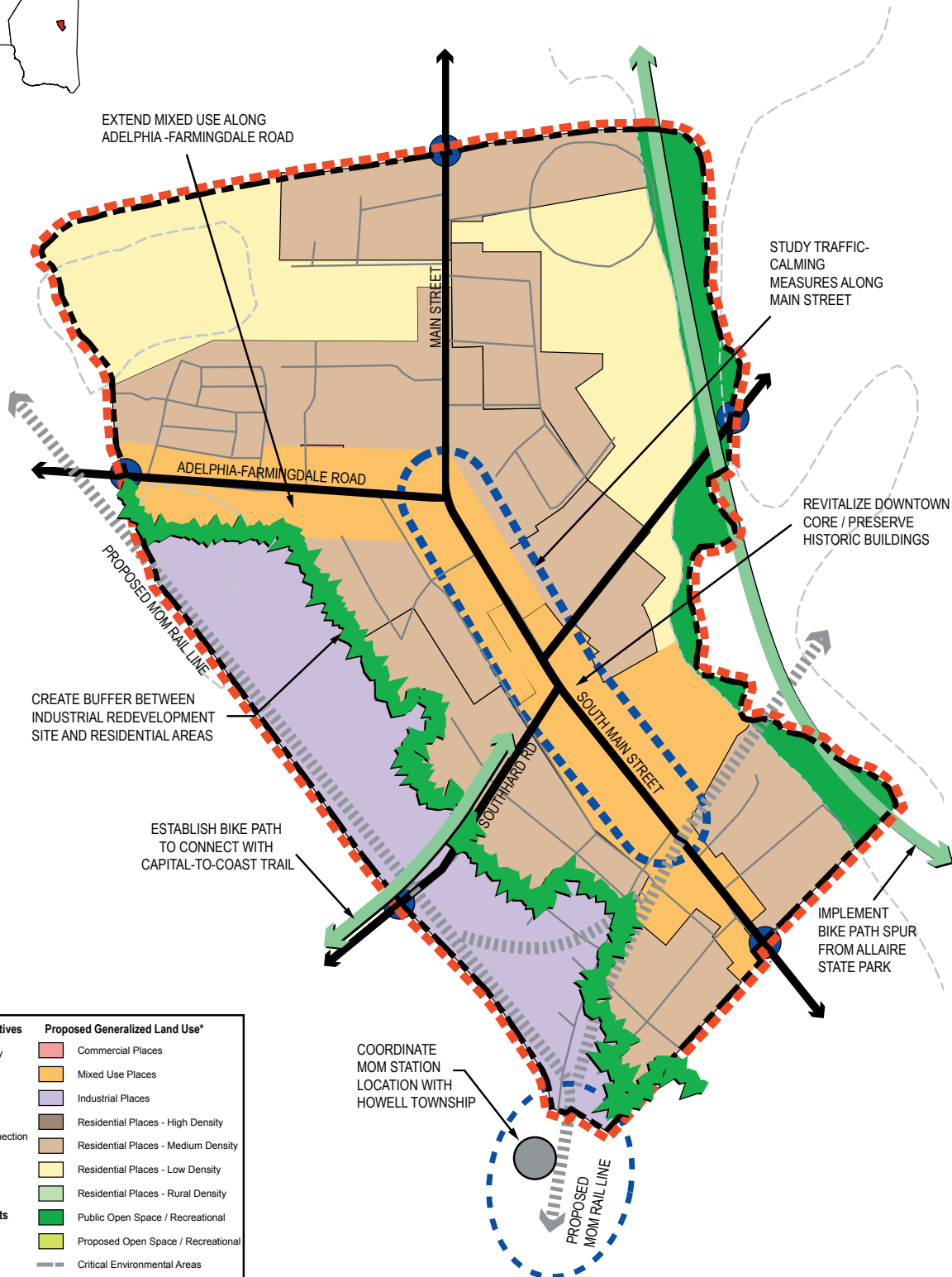
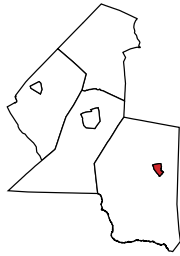
# Map VI-4 Western Monmouth Region Plan



# Map VI-5 Englishtown Borough



# Map VI-6 Farmingdale Borough



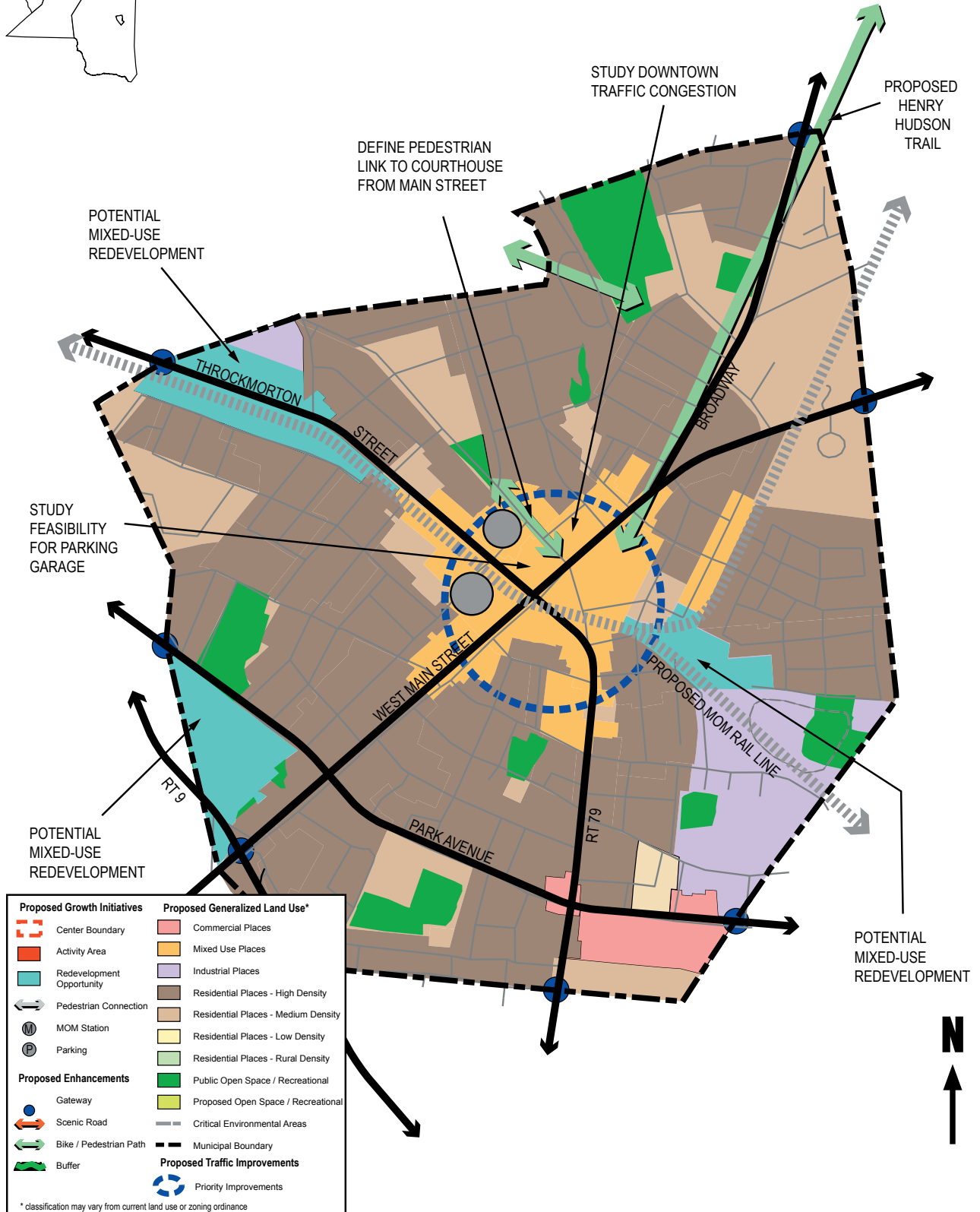
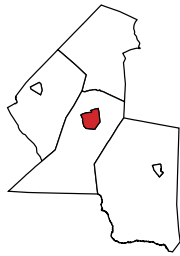
Proposed Growth Initiatives	Proposed Generalized Land Use*
Center Boundary	Commercial Places
Activity Area	Mixed Use Places
Redevelopment Opportunity	Industrial Places
Pedestrian Connection	Residential Places - High Density
MOM Station	Residential Places - Medium Density
Parking	Residential Places - Low Density
<b>Proposed Enhancements</b>	Residential Places - Rural Density
Gateway	Public Open Space / Recreational
Scenic Road	Proposed Open Space / Recreational
Bike / Pedestrian Path	Critical Environmental Areas
Buffer	Municipal Boundary
	<b>Proposed Traffic Improvements</b>
	Priority Improvements

\* classification may vary from current land use or zoning ordinance

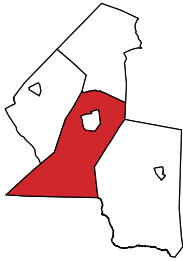


# Map VI-7

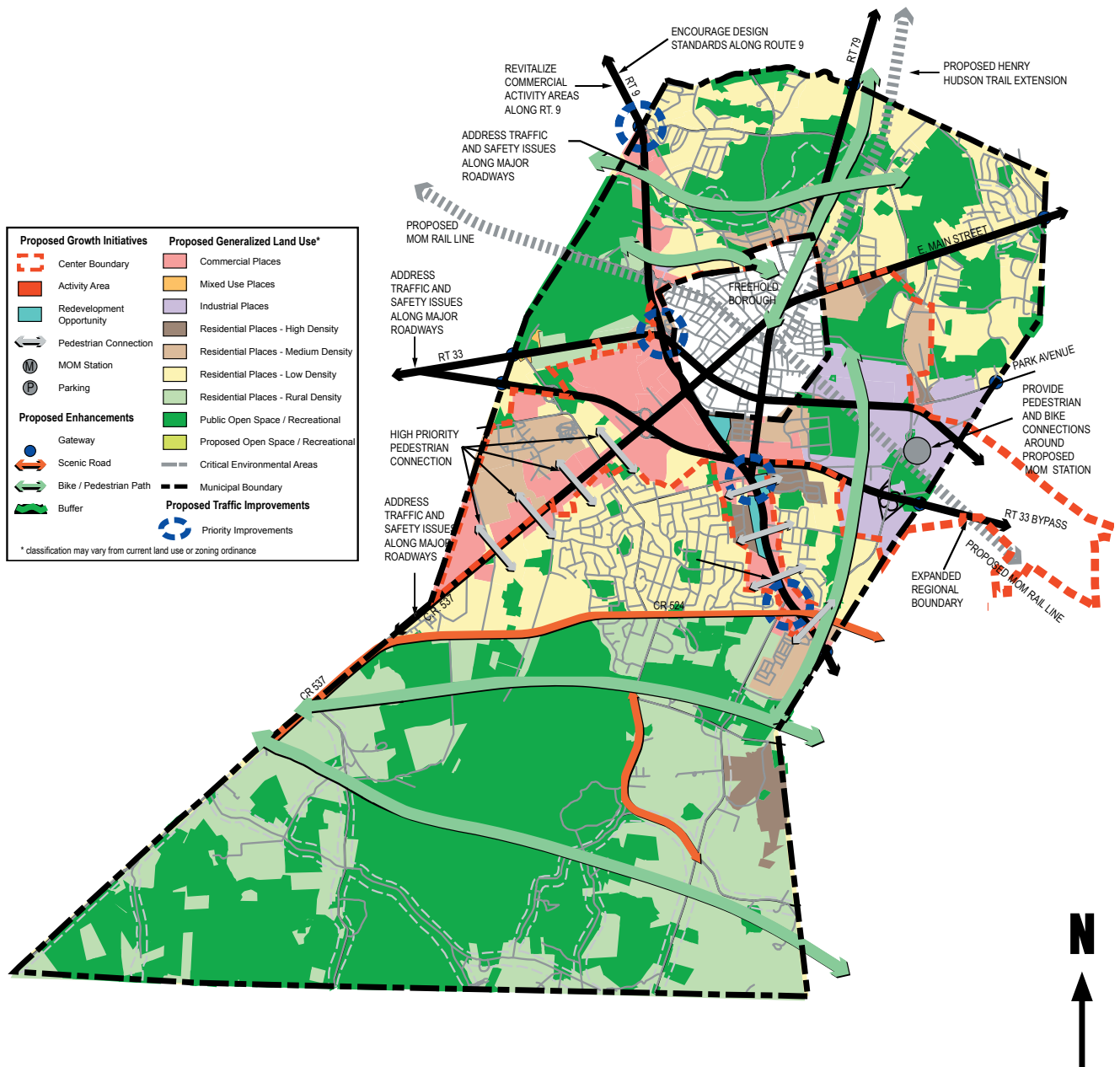
## Freehold Borough



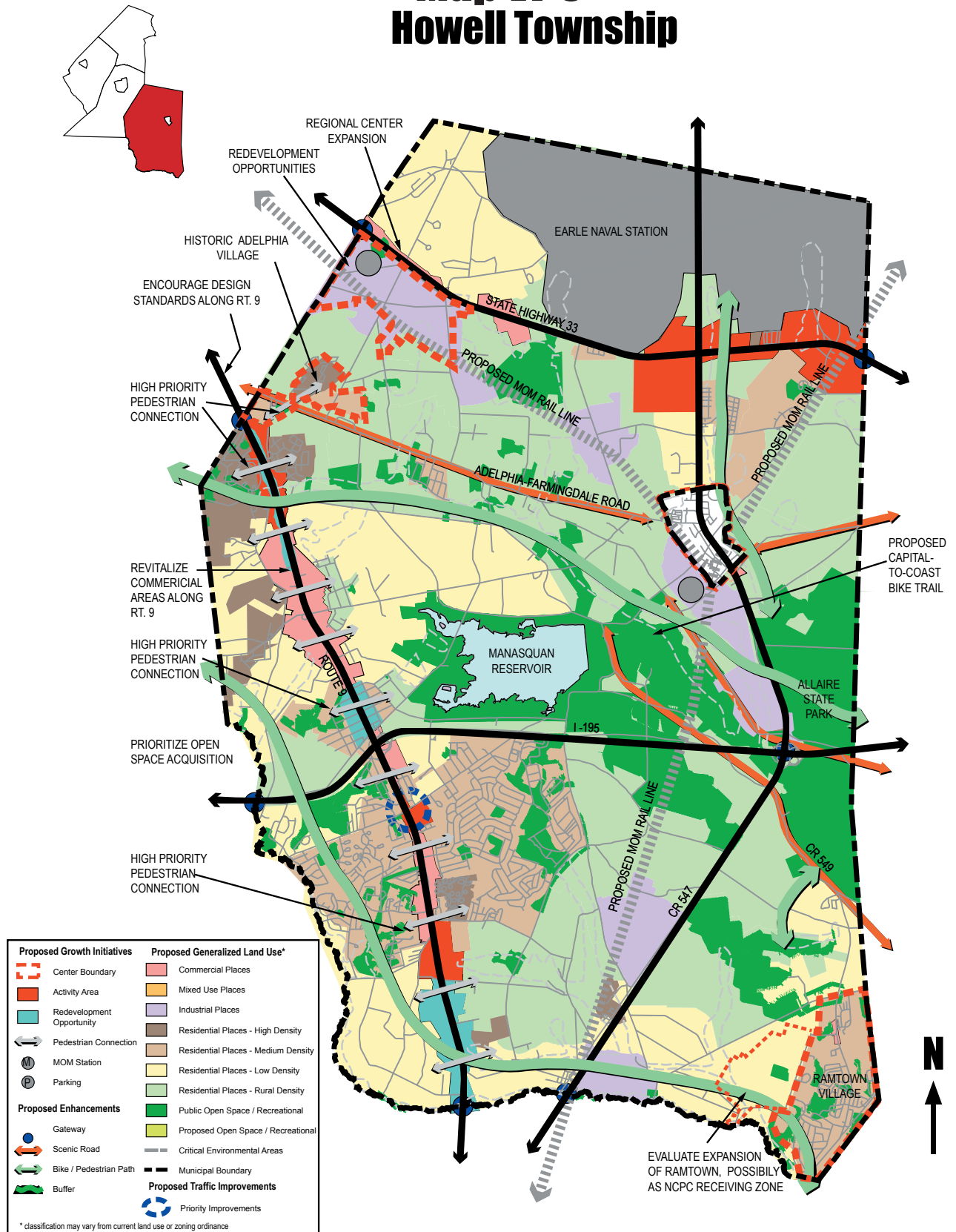




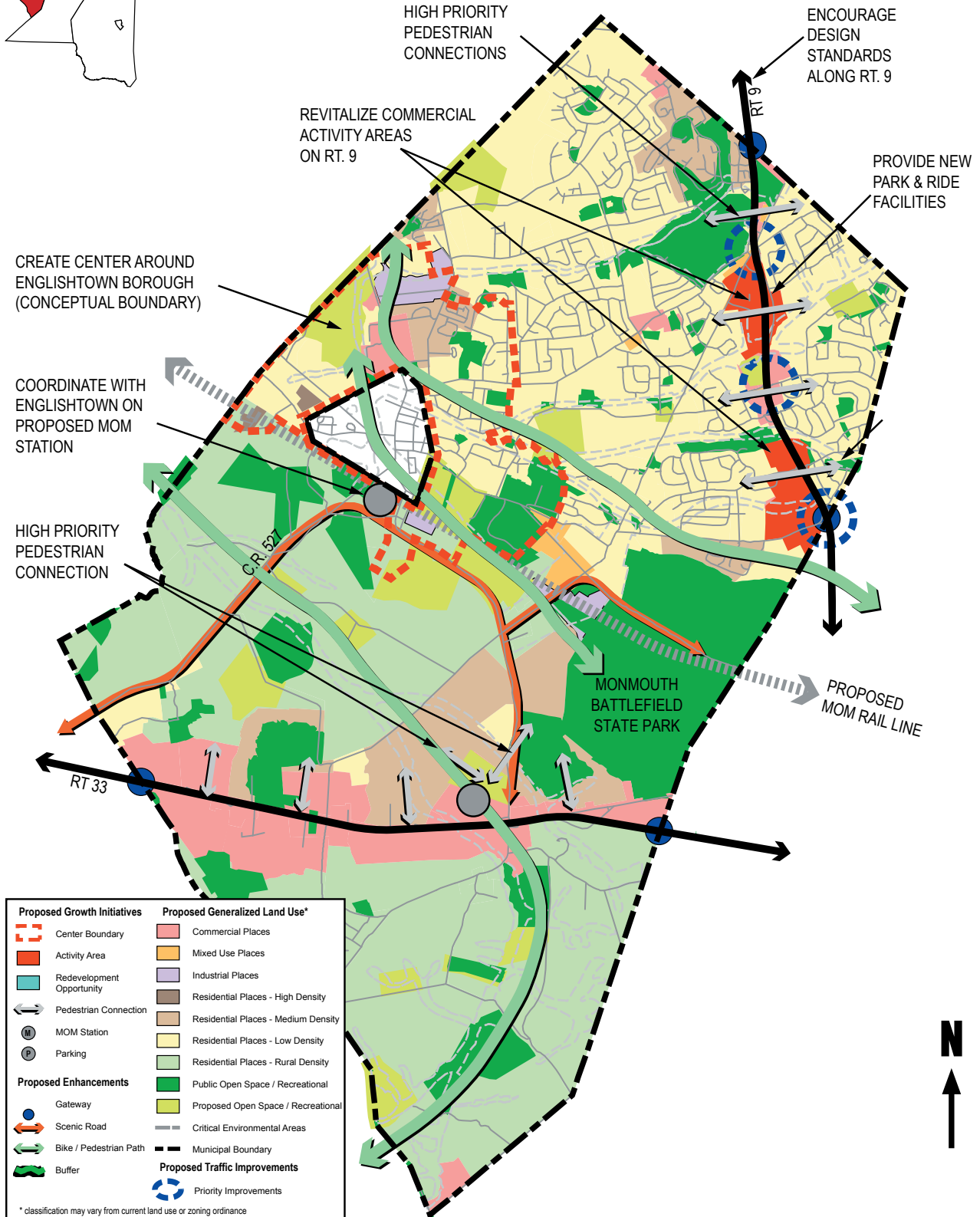
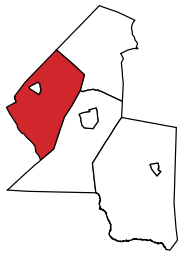
# Map VI-8 Freehold Township



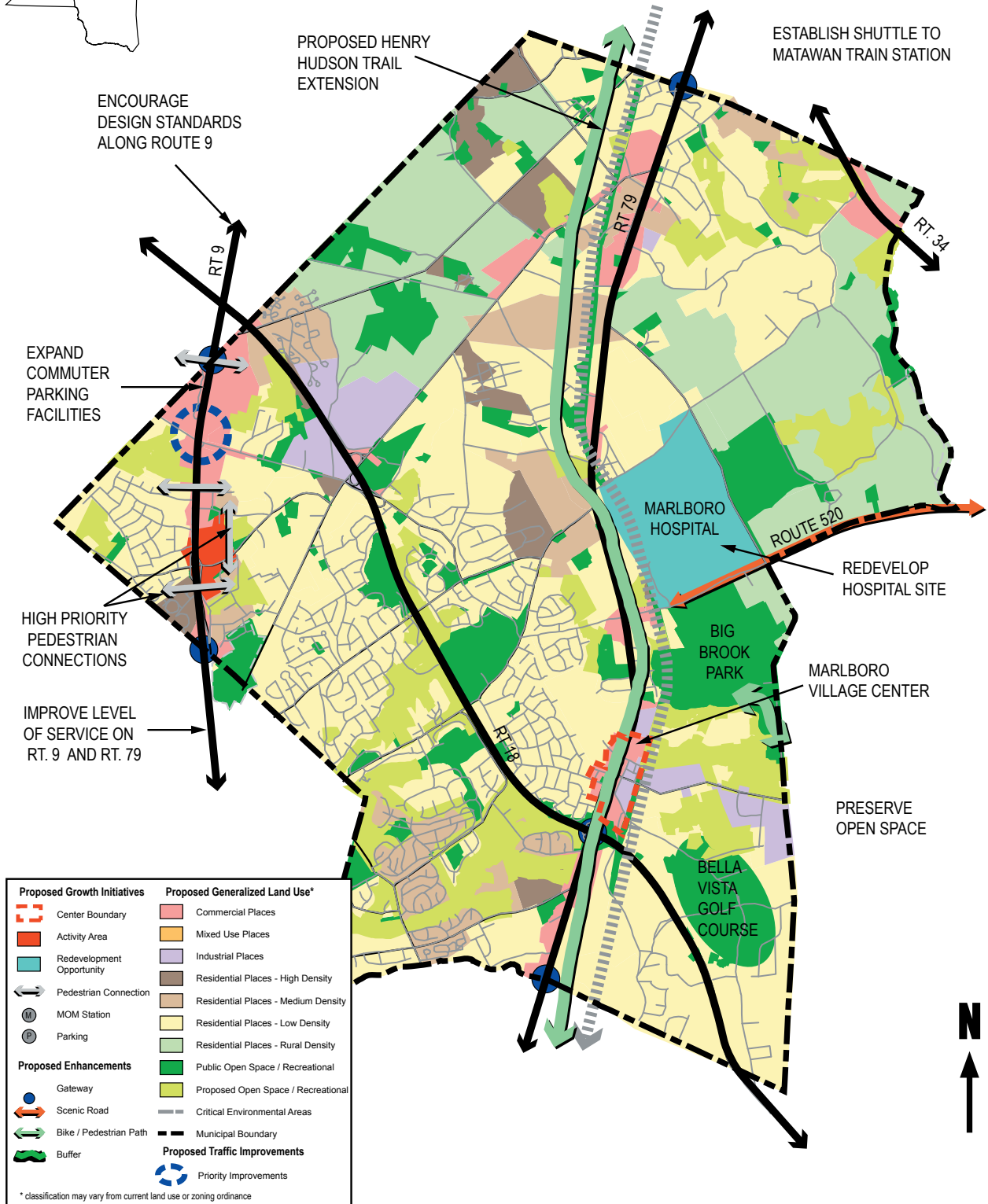
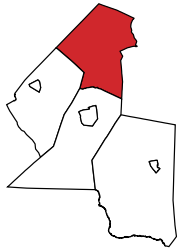
# Map VI-9 Howell Township



# Map VI-10 Manalapan Township



# Map VI-11 Marlboro Township



## **7.0 Design Guidelines**



## 7.0. DESIGN GUIDELINES

### 7.1. GUIDELINE OVERVIEW

The Design Guidelines offer general principles to help realize the regional and municipal visions for the Western Monmouth Region. The guidelines have been organized by type of place. These place categories derive primarily from the previous analysis of the seven municipalities that comprise the Western Monmouth Region and are as follows:

- Commercial Places
- Residential Places
- Industrial Places
- Rural Places
- Mixed Use Places
- Route 9 Corridor

The guidelines are intended to assist municipalities, developers, and design professionals in evaluating and designing proposed developments according to smart growth principles. These recommendations may also serve as a reference in preparation of the municipalities' future master plans or zoning ordinance revisions.



Commercial Places.



Residential Places.



Industrial Places.



Rural Places.



Mixed-Use Places.



## 7.2. COMMERCIAL PLACES



Phillips Place, NC

This development is 35-acre development with retail, restaurants, cinema, hotel, and residential components. The buildings are laid out in a compact form to create a pedestrian environment. This new type of development provides communities with an option to cities and suburbia in which residents can live, shop, and play.

These places are commercial areas that are located along and accessed from highways and other major roads. Single-use developments with large tracts of parking such as strip malls, shopping centers and speculative office buildings characterize this type of place. These places are found in abundance along Route 9 in all four of the townships through which the corridor runs. These developments do not efficiently use the land and lack a unique sense of place, being perceived as large, nondescript buildings in a sea of parking.

### Growth Objectives:

- Change current development pattern to optimize site utilization by intensifying development.
- Enhance the transportation system to promote efficient connections and reduce congestion.
- Concentrate new development and redevelopment around nodes.
- Create a sense of place within commercial developments.

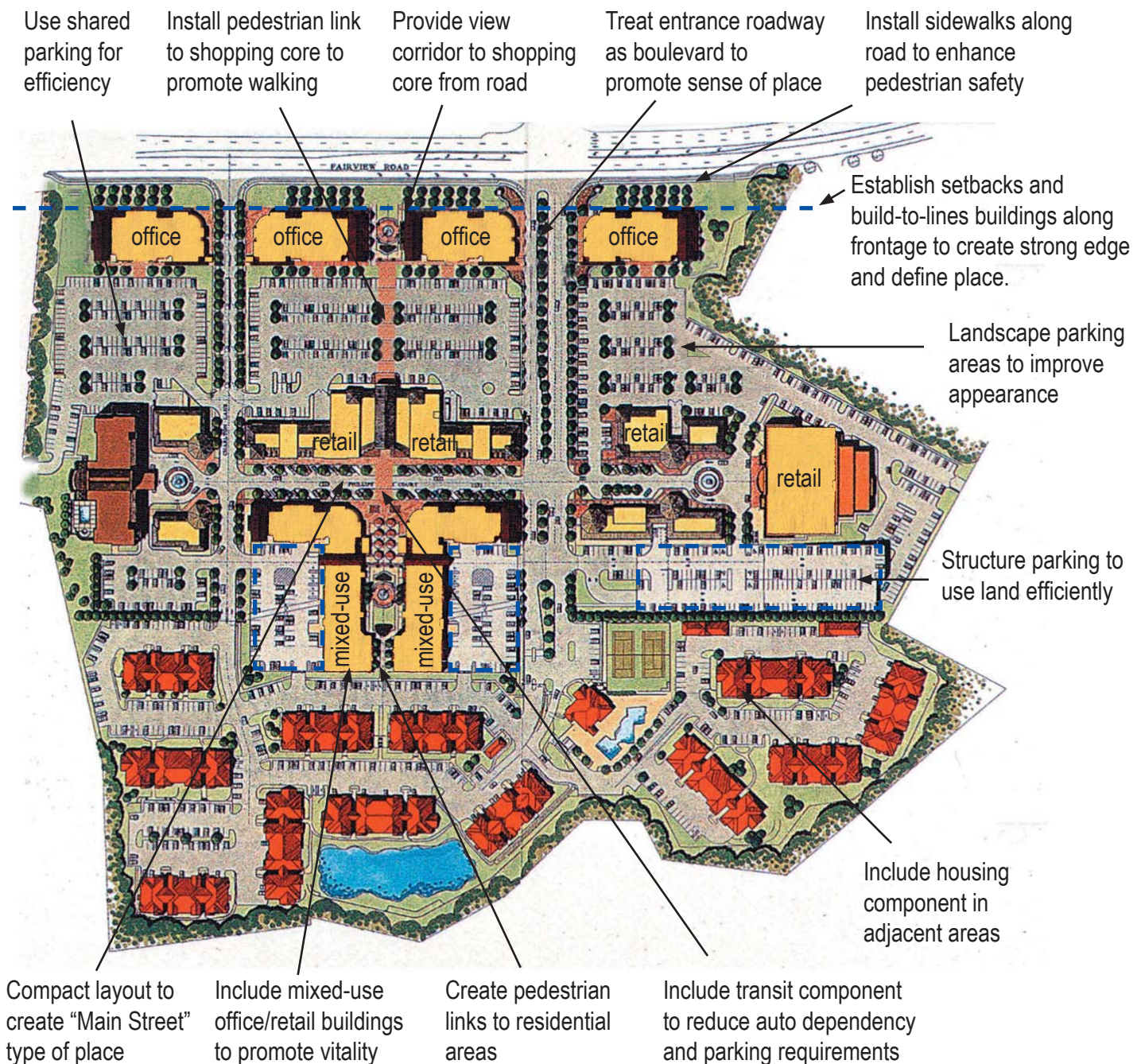
### Design Guidelines:

- Promote mix of different uses within developments to reduce vehicular trips especially during lunch time hours.
- Provide linked internal driveways and cut-through passages between adjacent commercial developments to reduce short in-out trips on main road.
- Install sidewalks within developments to encourage walking trips and enhance pedestrian safety.
- Create pedestrian links to adjacent residential areas to promote alternative modes of transportation.
- Include mass transit component in parking design to reduce automobile trips and parking requirements.
- Redevelop over-sized parking lots serving commercial developments with complementary uses such as transit stations, office buildings, and restaurants to better utilize land.
- Implement shared parking arrangements to reduce area required for parking and make more efficient use of land.
- Require setback from main road that includes pedestrian sidewalks to improve visual quality of corridor and enhance pedestrian safety.
- Establish build-to-lines to limit the amount of parking between the right of way and buildings to promote a consistent edge along road and reduce the prominence of parking areas from the road.

**Mixed-use Commercial Places:**

Mixed use commercial places incorporate retail and offices in developments directly off arterial roadways. Higher-density uses are located toward the rear and have pedestrian linkages to adjacent residential areas. Towne Pointe in Manalapan and Raintree in Freehold Township are examples of this type of place, although these developments include very little office.

- Balance a variety of different uses within walking distance to reduce dependency on automobile travel.
- Utilize land efficiently by providing complementary uses to increase density and reduce parking area required for parking.
- Create a sense of place through building arrangement and landscaping.



Site plan base on Phillips Place, NC



### 7.3. RESIDENTIAL PLACES



Washington Township, NJ  
400-acre field developed as pedestrian-friendly residential and business community in this largely rural area. Strategy of concentrating development emerged from community's desire to preserve historic beauty, rural surroundings, and sense of community.



Orenco Station, OR  
A village with 2,000 units of housing, a neighborhood shopping center, and office space. Condominiums, townhouses, and single-family residences attract families, singles, and childless couples. Homes here command as much as a 25 percent premium over other area suburban homes, even though the latter have larger yards.

Single use-subdivisions of single-family homes currently characterize this type of place. There are many attractive places in the four townships with yards for family recreational use. However, residents in these areas generally rely on the automobile for most daily activities due to the low densities of these developments, distances from commercial uses and community facilities, and poor connections to other neighborhoods and uses. These developments typically lack public open spaces where residents may interact and socialize.

#### Growth Objectives:

- Change current development trend of subdivisions with one to two-acre lots to avoid sprawl.
- Concentrate new development and redevelopment around nodes.

#### Design Guidelines:

- Promote Pedestrian Oriented Design (POD) in new residential developments.
- Promote Transit Oriented Design (TOD) developments around potential M.O.M rail stations.
- Diversify land use pattern with complementary uses (i.e. day care, post office, convenience store) to reduce dependency on automobile.
- Increase connectivity in the circulation system by creating connections at mid-block or cul-de-sac locations within developments and establishing pedestrian connections to adjacent commercial areas to lessen dependency on automobile.
- Increase density through lowering minimum lot size or permitting further subdivision of land to limit sprawl, while simultaneously increasing lot sizes in agricultural districts.
- Consider appropriate bicycle facilities to promote alternative modes of transportation.
- Increase connectivity in circulation system to promote a sense of community.
- Enhance pedestrian and bicycle safety to promote alternative modes of transportation.
- Include amenities within walking distance (5 minute walk).

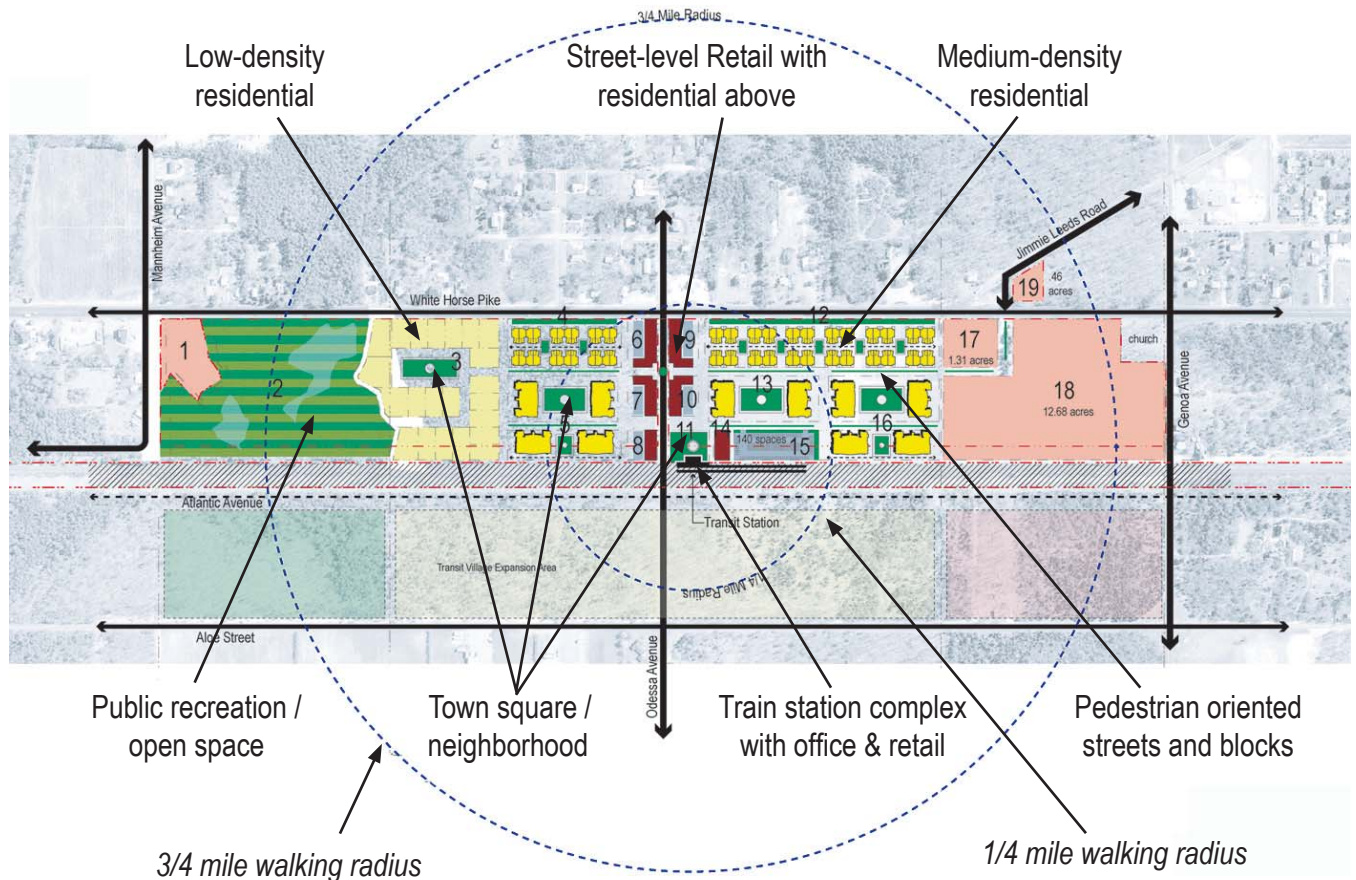




### Transit-Oriented Design:

Transit-Oriented Development (TOD) consists of commercial and residential uses concentrated around a mass-transit station. In their classic form, TOD's have a diameter of one-quarter mile, with the mass transit station and high-density uses (particularly commercial uses) at the core surrounded by housing at a decreasing density. The municipalities within the Western Monmouth Region should prepare design guidelines for "transit-oriented design" areas once the potential M.O.M line undergoes planning.

- The new development should seek to achieve the vitality of a mixed-use "main street" and "town square" environment.
- Redevelopment projects should be seen as an extension of existing assets and not a pattern of adjacent isolated developments.
- Mixed-use development and open spaces should vary in program intensity.
- While a compact form of development has many advantages, the plan must also integrate open space and environmental features, and provide for a diversity of programmatic opportunities.
- Open spaces should play a variety of roles - social (in terms of meeting places, and areas for entertainment, recreation and relaxation), amenity (contribution to quality of life) and ecological.
- Buildings and public spaces must be designed and/or reused in a manner that ensures an integrated, pedestrian friendly transit-oriented commercial district.



## 7.4. INDUSTRIAL PLACES

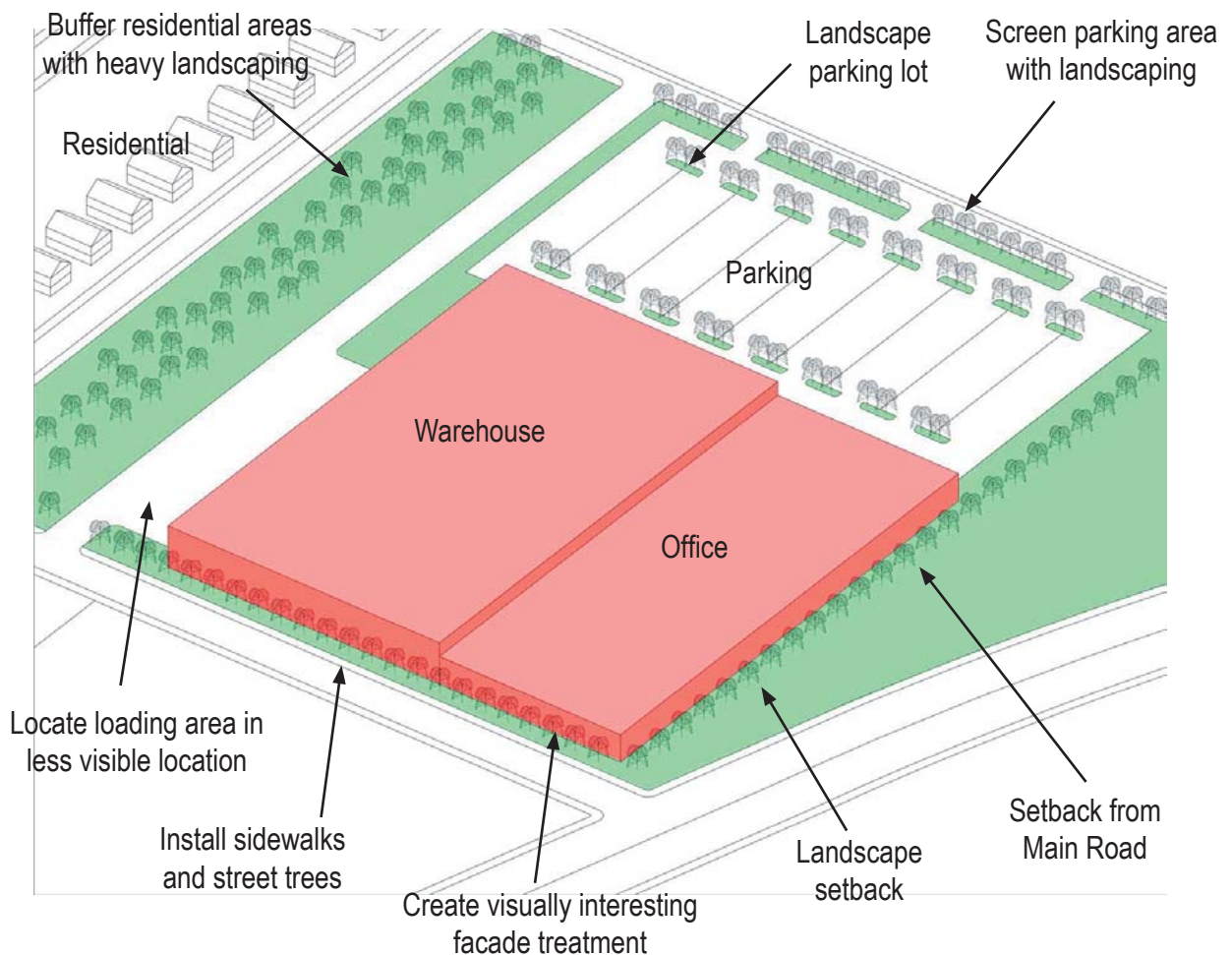
The existing industrial places generally contain light manufacturing or warehousing uses on large tracts of land that are located along former rail lines or near major arterial roads. The buildings in these places often have long, monotonous facades, unattractive loading areas and large parking areas. Some examples of these places in the study area can be found off Route 33 in Howell and Freehold townships and south of Farmingdale Borough.

### Growth Objectives:

- Improve the visual character of industrial areas.

### Design Guidelines:

- Require landscape buffer between adjacent residential areas and industrial areas to provide visual separation.
- Locate loading docks in new development to minimize visibility from street.
- Screen parking lots to make them more visually attractive.
- Screen facades with landscaping to hide monotonous facades.
- Create visually interesting facades on side-facing streets.
- Require fences along street frontages to be visually attractive (i.e. no chain link fences)







Cranbury Township, NJ

Uses clustering with a minimum lot size of 6 acres and offers the option of reducing min. lot size to approximately one acre, provided that at least 70 percent of the tract is preserved for open space. Preservation of both farmland and rural road character is maximized through deep setbacks and a high percentage of required open space.

## 7.5. RURAL PLACES

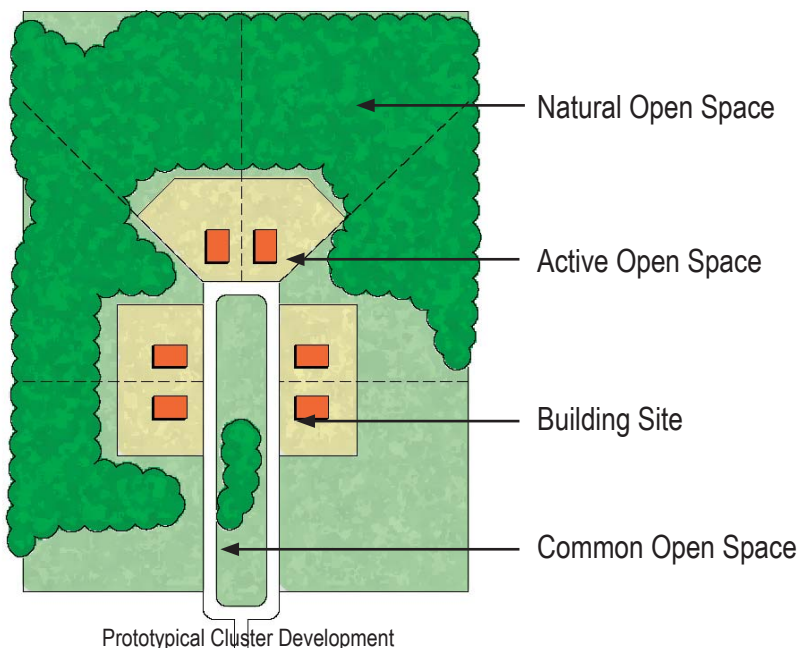
These places are composed of open spaces and farmland in a continuous landscape. The continuity of these areas in the region is being broken down, due to developmental pressures which include new roadways, billboards, residential subdivisions and commercial developments. There are many rural places in Western Monmouth, such as southern Manalapan Township and northwestern Howell Township.

### Growth Objectives:

- Preserve rural image
- Preserve parks and open space

### Design Guidelines:

- Permit Non-Contiguous Parcel Clustering (NCPC).
- Promote cluster or open space developments as alternative to large-lot sprawl (Clustering preserves from 50 to 70 percent of land in natural farmland state).
- Offer density bonus to promote clustering or non-contiguous parcel clustering.
- Change zoning to require cluster developments in rural areas.
- Require setbacks from road to maintain visual character of area.
- Connect nearby clusters with pedestrian trails to promote alternative means of transportation and also serve as an amenity.



## 7.6. MIXED USE PLACES

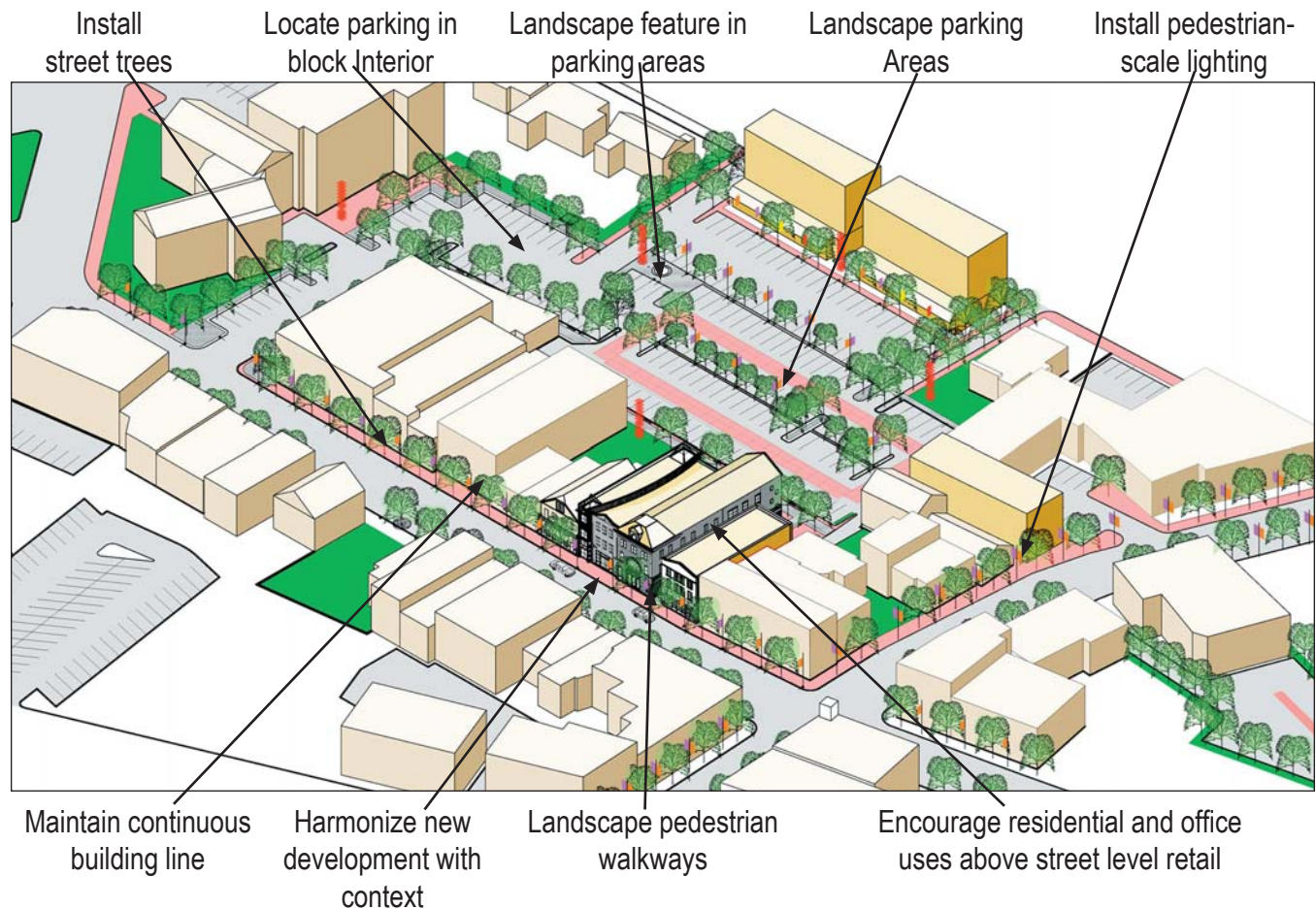
These are environments where live, work, shop and play activities are interrelated creating a pedestrian-friendly environment that encourages social interaction. Mixed-use places provide the full range of services within a 5-10 minute walk of every residence. These services may be a bank, post office, grocery store, personal services, or recreational park. Typically, these environments also offer a range of different modes of transportation such as bicycle, bus, or train to substitute automobile dependence for commuting. Boroughs, Village Centers and Main Streets characterize this type of place.

### Growth Objectives:

- Encourage mixed-use places to enhance lifestyle and prevent sprawl.
- Re-establish the downtown as the traditional center of commerce, culture and civic activity.
- Preserve historic character and resources.

### Design Guidelines:

- Maintain continuous street wall or uniform setback to enhance visual character and continuity.
- Encourage streetscape improvement (sidewalks, trees, curb extensions) to enhance visual character.
- Encourage office and residential uses above ground floor retail to increase vitality.
- Locate parking lots in block interior with landscape passages from interior block to streets.
- Require new development to respect context and preserve character of town.
- Improve signage to provide better wayfinding for visitors.



### 7.7. ROUTE 9 CORRIDOR



Route 9 with barrier.



Route 9 with median.

As the main commercial corridor in the region, Route 9 runs through four of the seven municipalities in Western Monmouth. In addition to the recommendations below, the four municipalities should prepare an access management plan in conjunction with NJDOT and Monmouth County to regulate the frequency and locations of driveways along Route 9.

The design objective of the guidelines is to make recommendations that will improve the visual quality along Route 9 corridor, as well as enhance pedestrian safety. These guidelines should be viewed as a general starting point from which municipalities can modify and adapt to make compatible with the municipal character while promoting a cohesive appearance along the corridor.

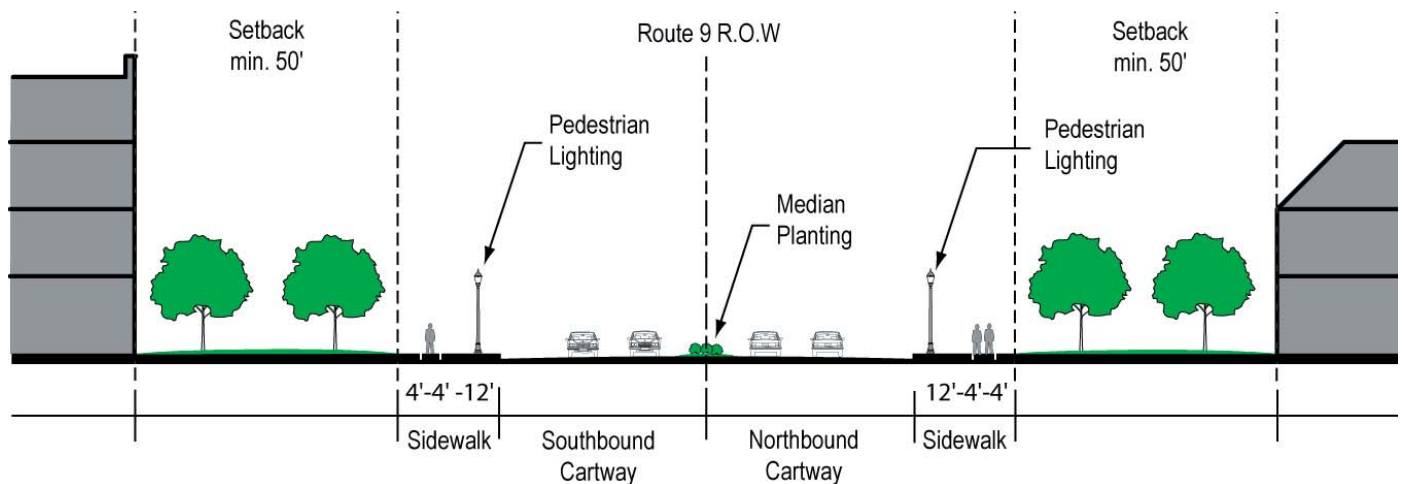
### 7.7.1. Positioning of Development

The relationship between buildings, parking lots and the street is the most important design element along the Route 9 corridor. The appearance of the typical commercial strip has been dominated by the automobile and by buildings that cater to the automobile. One of the main objectives of these standards is to discourage this form of development along the Route 9 corridor.

To create a defined building edge along the Route 9 corridor, the following is recommended:

- A development setback of 50 feet is suggested for all parcels along the Route 9 corridor regardless of the zoning district in which it is located.
- Buildings should occupy at least 50 percent of the front yard building setback line.
- Buildings on corner lots within all zoning districts along the Route 9 corridor should be placed at the intersection of the front-yard setback lines.
- Orient building with main entrance on road and secondary entrance to parking areas.

Buildings placed along the edge of the landscaped Route 9 buffer, especially at intersections, will define the identity of the community. Ideally, the majority of parking should be placed in the rear of building. Most poorly designed suburban commercial areas are a direct result of the unwillingness to adjust the locations of parking lots and building setbacks along commercial corridors.





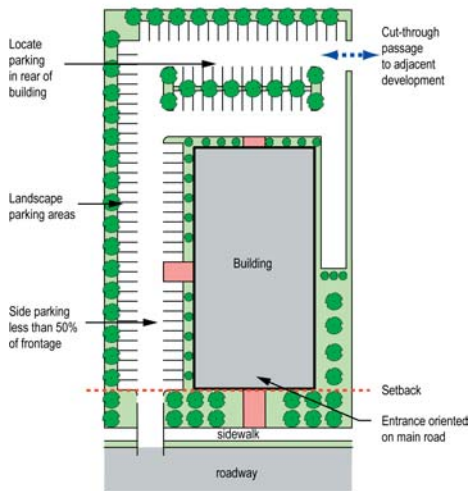
### 7.7.2. Parking Lots

Parking lots are most often the most neglected portion of any location. They are also very difficult to design in a fashion that does not detract from the architectural integrity of the building or buildings in which they serve. There are, however, ways to break up the negative visual effects of a parking lot.

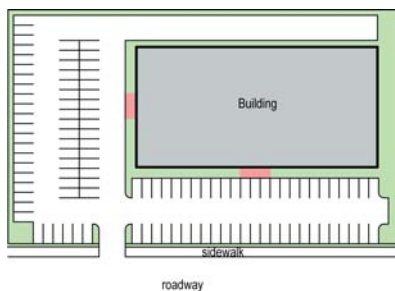
The location of parking must be regulated. Parking should not occupy more than 50 percent of the frontage of any parcel and should be screened to create a defined edge.

The following recommendations for plantings are made for the parking lots and areas along the Route 9 corridor:

- At least 10 percent of the area within the parking lot (excluding buffers and setbacks) should be landscaped with evergreen and deciduous trees.
- Providing at least 1-1.5 trees with a minimum caliper of 3 inches for every ten parking spaces should be required.
- Parking areas that abut Route 9 area as well as local and county roads should be screened by a dense evergreen hedge screen at least three feet in height at the time of planting along the entire length of the parking lot. Plants should be selected to achieve a minimum height of five feet at maturity.
- Cut through passages between adjacent parking areas should be required to reduce short in-and-out trips on Route 9 where feasible.



Desirable parking layout.



Undesirable parking layout.



### 7.7.3. Building Style



Buildings should avoid long uninterrupted, blank walls. Building wall offsets, including projections, recesses, and changes in floor elevation should be used to add variety. The following photos exemplify the type of development that should be preferred along the Route 9 corridor.



There are numerous positive architectural qualities of this development. The building height is above one-story and parapets provide an interruption to a flat roofline. The parking lot contains landscaping and many deciduous trees. It also contains pedestrian linkages to and from the parking area, promoting pedestrian safety. The parking lot and sidewalk lighting complement the architecture. Angled parking promotes a “main street” feel. There is adequate fenestration on the first and second floors of the buildings. Awnings are used on a selected number of second floor windows to provide diversity in appearance. Colored trim around the windows adds a decorative touch. The building materials differ in materials and colors but are complimentary in nature.

This is a prime example of the quality of development that is desired along the Route 9 corridor. The use of cupolas adds architectural diversity to the façade. The second story windows are vertically aligned to the first story windows. The lighting is appropriate and not too intense. The awnings are the same size and the colors are consistent. The size and color of the signing is complementary to the architecture of the building. The fountain adds a unique element to the space.



#### 7.7.4. Building Height/Roofing

- If any portion of a building wall exceeds 100 feet, the height of the building should contain roofline offsets. An example is shown to the left.
- Flat roofs are discouraged but are permitted if they are enclosed with a continuous parapet. All flat roofs should have an articulated cornice line. The building previously shown contains a partially pitched roof. Permitted roof materials for pitched roofs include: cedar wood shingles; dimensioned asphalt; composite tile; standing seam copper or anodized aluminum.
- Special architectural features such as clock towers, bell towers, cupolas and ornamental portions of parapet walls may exceed the height limit by up to 10 feet if located at a street intersection. Signage should not be included within the additional height.

##### 7.7.4.1. Building Colors and Materials

- Harmonization of colors is important when trying to design an aesthetically pleasing corridor. Bright and loud colors should be discouraged.
- Buildings should be constructed of brick, stone, stucco, wood or a combination of these materials. Stucco should have a smooth finish and should contain some color or pigment.
- Buildings with multiple storefronts should be unified through the use of architecturally common materials, colors and details.

##### 7.7.4.2. Fenestration/Doors

- Windows, doors, display windows or arcades contribute to an attractive building façade. Blank walls do not. Windows, doors display windows, or arcades should make up at least 50 percent of building walls that face streets.
- Windows should be architecturally attuned with the style, materials, color and details of the building. Upper story windows should be vertically aligned with windows and doors on the ground level.
- Only one solid, blank, windowless wall or service areas is permitted per building.
- All entrances and doors to a building should be defined and articulated by architectural elements such as lintels, pediments, pilasters, columns, porticos, porches, or overhangs. Any feature should be compatible to the style, color of the building as a whole.

### 7.7.5. Signage

Many municipalities underestimate the visual impact that signs have on their communities. It is essential that signage fit into the overall design of the building. Eliminating the numerous pole-mounted and internally illuminated signs along the Route 9 corridor will also be a major step in developing a better appearance

Following are suggested signage guidelines:

#### 7.7.5.1. Prohibited Signs

- Signs employing mercury vapor, low pressure and high-pressure sodium, and metal halide lighting; plastic panel lighted signs.
- Neon and internally lighted signs
- Signs on roofs, dormers, and balconies
- Billboards
- Signs that extend above the roof or parapet
- Pole mounted signs
- Signs that interfere with pedestrian circulation



Above are examples of unattractive signage along Route 9 that would be prohibited under the proposed design standards.

**7.7.5.2. Permitted Signs**

Example of wall mounted signs.



Example of monumental sign.

- Wall mounted or painted signs
  - The sign should be affixed to the front facade of the building, and should project outward from the wall no more than eight inches.
  - The area of the sign should not exceed 10% of the building façade facing the street or 50 square feet (whichever is smaller).
  - Signs should be permitted at no higher than 15 feet above the front elevation, and should not extend above the base of any second floor windowsill, parapet, eave, or building facade.
  - Only one wall-mounted sign should be permitted per business.
- Monument sign (free standing)
  - One permitted per parcel.
  - The monument sign face should not exceed 60 square feet.
  - Individual names of the stores on the monument sign should be prohibited.
  - The base of the monument should match the façade of the structure that it serves.
- There should be only one sign per business unless the building sits on a corner lot, in which case two signs are permitted.
- Applied letters may substitute and are encouraged for wall-mounted signs, if constructed of painted wood, painted cast metal, bronze, brass, or black anodized aluminum. Applied plastic letters should not be permitted.
- Projecting signs, including graphic or icon signs, mounted perpendicular to the building
  - The signboard should not exceed an area of six square feet.
  - The distance from the ground to the lower edge of the signboard should be eight feet or greater.
  - The distance from the building wall to the signboard should not exceed six inches.
  - The width of the signboard should not exceed three feet.
  - The height of the lettering, numbers, or graphics should not exceed eight inches.
  - Limit to one sign per business.

- o Projecting signs should not be permitted in conjunction with wall mounted or applied letter signs.
- Painted window or door signs
  - o The sign should not exceed ten percent of the window or door area
  - o The sign should be silk screened or hand painted.
  - o The height of the lettering, numbers, or graphics should not exceed eight inches.
  - o Limited to one sign per business, painted on either the window or the door, but not on both.
- Awning signs, for ground floor uses only, provided that the following standards are met:
  - o If acting as the main business sign, it should not exceed the size for wall mounted or applied letter signs.
  - o If acting as the main business sign, it should not be in addition to a wall-mounted sign.
- Colors
  - o Wall mounted and applied letter signs on the same building must contain the same color scheme.
  - o No more than two colors should be used per sign.
  - o The colors used on the sign should be complementary to the colors of the building façade.
- Additional permitted signs for restaurants and cafes
  - o A wall-mounted display featuring the actual menu as used at the dining table, should not exceed a total area of two square feet, and may be externally lighted.

Note: As indicated above, it is recommended that municipalities prohibit pole-mounted signs. However, if a municipality does permit pole-mounted signs, it should establish a maximum square feet similar to the maximum established for monument signs. The maximum height would be 15 feet. If pole mounted signs are permitted, developers may install either a pole-mounted sign or monument sign.



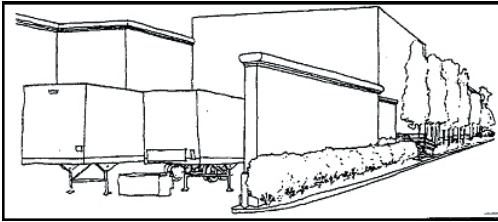
### 7.7.6. Lighting

Street, walkway and parking lot lighting add to the look and feel of an area. Street lights should be decorative and should complement the style of the buildings they serve. While cast iron lamp poles are recommended, there have been strides in cast aluminum poles. Cast aluminum poles provide a similar look to cast iron poles but are less expensive.

- Decorative fixtures are recommended. The chosen fixture should compliment the lamppost on which it is attached. Standard commercial or “shoe box” type fixtures should be avoided.
- The height of streetlights along the Route 9 corridor should not be greater than 25 feet.
- Pedestrian scaled streetlights are encouraged for pathways and parking areas. These lights should not be greater than 16 feet.
- Use of minimum wattage is encouraged to avoid light pollution. A 0.9 foot-candle maximum is recommended in parking areas and walkways in non-residential uses. However, a 0.6 to 0.7 foot-along candle maximum is suggested in areas that abut residential zones. House side shields should be required to reduce lighting spillover.
- Mounted light fixture on buildings adds to the architectural quality of the building. These fixtures should not extend above the roofline and should be directed downward. Fixture types should be compatible with the architectural style and appearance.

### 7.7.7. Service Areas and Loading Docks

Shrubs, evergreen trees and walls that match the façade should be used to screen loading docks from the public view. Loading docks should be positioned in a manner that makes it less visible from the public view. Loading docks should not be visible from the road. As much as possible, loading docks should be incorporated into the overall appearance of the building. If possible, loading or merchandise should occur through entrance or exit doors to avoid the construction of loading docks.



Walls that match the building façade are an effective means of screening loading areas.

Trash receptacles and refuse areas should meet the setback requirements for parking lots and structures. These areas should be enclosed with solid walls that match the façade of the building or buildings that it serves. Gates and doors that provide access to these areas should compliment the color scheme of the walls. Chain-link doors should be avoided. The doors should be constructed of a solid material like metal or wood. Walls of refuse areas should not exceed six feet in height. Landscaping should be used to soften the appearance of the wall.

### 7.7.8. Detention Basins

Detention basins and other drainage improvements should be screened with planting and berms, and should be situated in the least visible location and when possible, to accentuate any buffers that separate commercial and residential uses.



Route 9 with median.

Detention basin embankments and the basin itself should be extensively landscaped with wet site tolerant plant materials, and sized to accommodate the future growth of vegetation planted in the basin. Retention basins can be designed as a site feature and suitably sited and landscaped. If possible, instead of peripheral fencing, retention/detention basin edges should be contoured and shaped to form low angles at primary water line, insuring greater pedestrian safety. If peripheral fencing is required, open fences and gates (conforming to the minimum requirements of the Uniform Construction Code UCC) made of cast iron, wrought iron or aluminum are appropriate. Fences may be painted, stained or left to weather naturally. Woven wire (chain link), stockade fences or solid fences should not be used.

### 7.7.9. Highway Median

Landscape grass medians with mixed low shrubs and ground cover that are low maintenance and drought tolerant to improve visual character of corridor.

### 7.7.10. Access Management



The adjacent parking lots in Manalapan Township could have been linked.

Access management is a process that provides or manages access to land development while simultaneously preserving the flow and safety of traffic on the surrounding road. Access management is accomplished through controlling the frequency, location and width of driveways. Extensive research has demonstrated that access can reduce the number of crashes on roadways, and improve traffic flow. Usually, state highways or major arterial and collector streets are the targets of access management projects, and access management techniques have been successfully employed in other New Jersey municipalities. Within the Western Monmouth study area, the most critical target of access management is, of course, Route 9. However, access management should be considered on other major roadways, such as Route 33.

This section provides design standards to address poor access conditions along the Route 9 corridor, with an important caveat: in New Jersey, unless an access management plan is in place, the approval of driveways on state highways lies within the jurisdiction of NJDOT. Municipalities cannot override the decision of NJDOT on whether driveways may be installed on Route 9, or how these are designed. Municipalities can, however, require landowners to address circulation conditions off Route 9, such as through vehicular links to adjoining properties along Route 9 or to the rear. Municipalities can also require non-residential properties coming in for site plan approval to provide sidewalks or other pedestrian facilities. Standards for sidewalks on residential developments are controlled by *New Jersey's Residential Site Improvement Standards (RSIS)*, NJAC 5:21, et seq.

The Townships along Route 9 could gain a role in regulating driveways along Route 9 if they approved an access management plan. Such plans would require the involvement of both NJDOT and Monmouth County. It would require identifying potential access points for every land use in the corridor, and thus is a fairly involved process.

Short of approving an access management plan, following are model access management standards that can be incorporated into the site development standards for communities along Route 9 and Route 33. The standards are presented in the form of a model ordinance.



The above cross-access drive in Freehold Township accommodates vehicular and pedestrian traffic between two adjacent shopping areas.

#### 7.7.10.1. Access Management Model Ordinance

##### Definitions

- Cross Access Drive – a service drive providing vehicular access between two or more contiguous sites so that the driver need not re-enter the public street system.
- Frontage Road – a public or private road that generally parallels a public street between the right-of-way and the front building setback line. The frontage road provides access to private properties.
- Joint Access Driveway – a driveway connecting two or more contiguous sites to the public street system.

##### Alternative Access

- All uses fronting Route 9 are encouraged to use an alternate access by way of an arterial or collector roadway, or frontage or cross access drive if such access is in the best interest of traffic operations. Alternate access shall especially be encouraged for all driveways within 100 feet of an intersection along Route 9.
- All land owners fronting Route 9 submitting a subdivision or site plan shall address the feasibility of the use of frontage roads or cross access drives, and linked or shared parking lots. These features shall be used where feasible.
- The landowner of a property on Route 9 is encouraged to establish a joint access driveway with an adjoining property.
- All land uses along Route 9 are encouraged to minimize the number of access points to the property; if more than one access point is needed in the best interest of traffic operations, it is encouraged to separate driveways by more than 300 feet.

##### Incentive Bonus

When two adjacent landowners on Route 9 agree to combine access points and parking areas, \_\_\_\_\_ Township will grant an incentive bonus. The total lot size and road frontage normally required will be reduced by 15 percent for both landowners. In addition, the required number of parking spaces will be reduced by 15 percent for each development. However, if the adjoining land uses are determined to have the same peak hour for parking generation, \_\_\_\_\_ Township may:

- (1) Withdraw the incentive bonus; or
- (2) Grant the incentive bonus, but impose the requirement that the developer set aside land clearly indicated on the site plan for future paving for parking to meet statutory requirements if an analysis conducted within one year after occupancy determines that parking is insufficient.

### 7.7.11. Pedestrian and Bicycle Facilities



Install sidewalks along Route 9 and other major roads to improve pedestrian safety.

Pedestrian and bicycle facilities are desirable along every roadway within the study area. This includes Route 9 and other arterial roadways; as stated in the *NJ DOT Pedestrian Compatible Planning and Design Guidelines*, “transportation facilities, at a minimum, shall be planned, designed, constructed and maintained to accommodate shared use by motor vehicles, bicycles and pedestrians.” Pedestrian connections are also desirable between adjoining commercial areas, and between commercial areas on major roadways, and residential areas to the rear. Following are standards that should be incorporated into the subdivision and site plan standards for all municipalities in the Western Monmouth region:

- Sidewalks in residential developments are controlled by *Residential Site Improvement Standards, New Jersey Administrative Code 5:21*, et. seq.
- Sidewalks should be required for all non-residential properties and constructed parallel to a public roadway, within the right-of-way. An alternative pedestrian system on-site should not be regarded as an adequate substitute for the installation of sidewalks along all roadways fronting a development. The Planning Board may waive the requirement for sidewalks along public roadways for a low-intensity, non-residential use located within a rural zoning district, or for a building permit on an existing property with inadequate right-of-way or front yard setback to accommodate a sidewalk.
- Landowners should be required to provide pedestrian connections to adjoining properties wherever feasible. Landowners of commercial businesses along Route 9 should also be required to provide pedestrian and bicycle connections to adjacent residential or commercial developments to the rear wherever feasible.
- Pedestrian walkways to building entry(s) should be prominent and readily identifiable.
- Walkways should be used to link plazas and gardens and access to all buildings.
- The use of a variety of enriched textures and paving surfaces for walking surfaces should be encouraged, particularly for links of parking areas to stores and offices.
- Bicycle racks or lockers should be provided at all shopping and office complexes.



### 7.8. GATEWAYS



Example of poor gateway entering Freehold Township along Route 9.



Example of good gateway entering Haddon Township, NJ.

Defining entry points into the municipality helps establish a recognizable identity and boundary for the municipality. It is similar to defining entrances for a neighborhood or district but at a larger scale. From a design point of view, the municipality's entrances should be addressed to:

- Establish the perceived boundaries of the municipalities for residents, visitors, and users of the regional access system.
- Enhance the image of the municipalities by creating attractive entrances.
- Visually indicate the municipalities' key entrances to travelers.

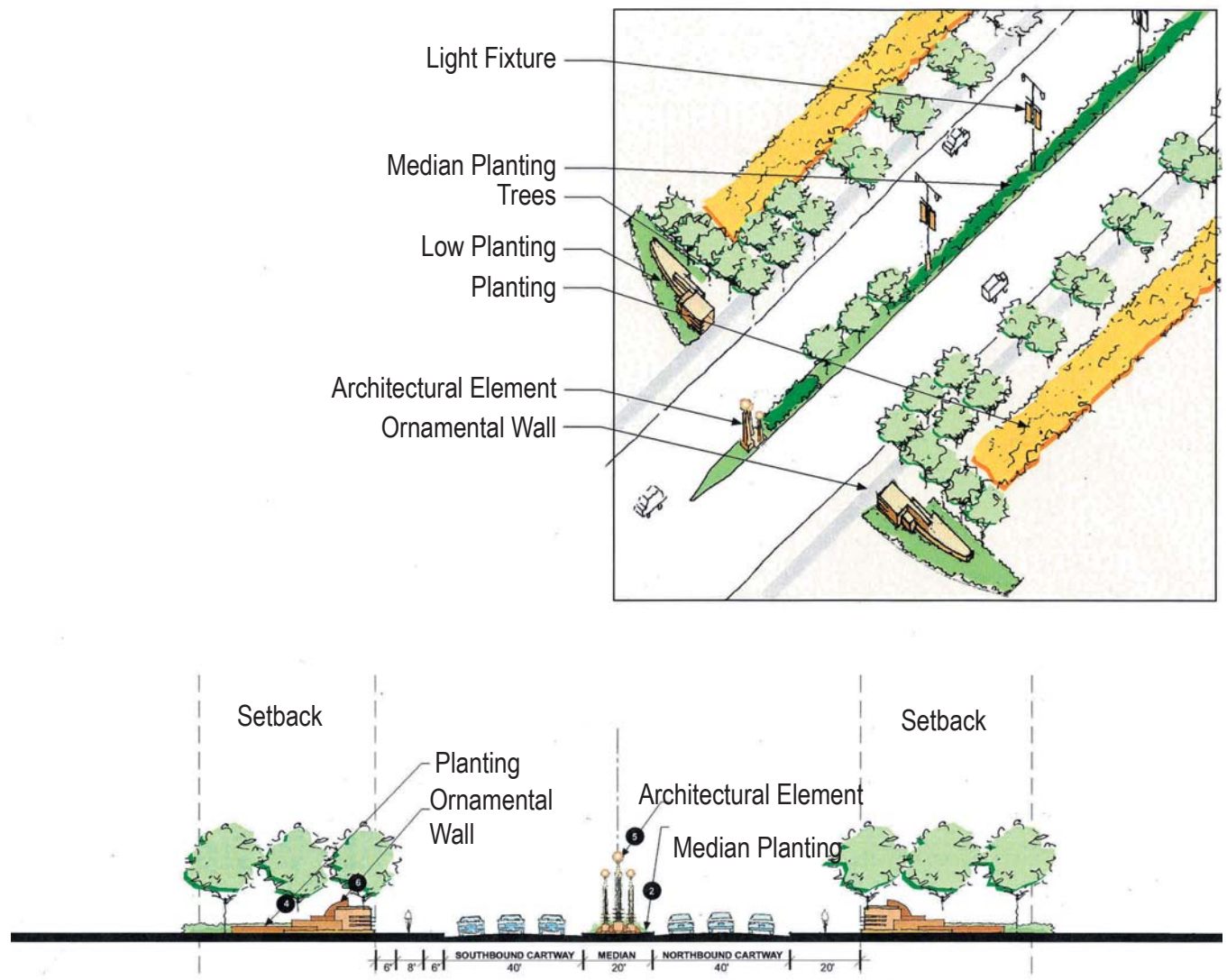
The development framework in the previous section preliminarily identified the major entrances into the municipalities. It is recommended that this analysis be used to prepare a comprehensive plan for the gateways into the municipalities. The following guidelines are proposed to assist in the designing of gateways:

- Classify the different types of existing gateway conditions that present opportunities for enhancement. Types of gateways could include major entrances at interchanges leading from limited access highways such as I-195 in Howell and Route 18 in Marlboro and at municipal boundaries along open access highways such as Route 9 and Route 33. Secondary entrances could be located at municipality boundaries on minor, arterials such as Adelphia-Farmingdale Road or major collector roads such as CR 547 in Howell.
- Major entrances should be designed to create a significant visual impact on motorists arriving in or leaving the municipalities at relatively high speeds. This can be achieved by the use of large-scale repetitive elements over a long distance. The elements may incorporate public art, lighting, significant landscaping, and signage.
- Secondary entrances should be designed to create an attractive entry experience for visitors using the local roadways that have been classified as major roads but not highways.

## GATEWAY: MAJOR ENTRANCE



# GATEWAY: SECONDARY ENTRANCE



### 7.9. SCENIC ROADS



Example of scenic road with undesirable billboard.

Scenic roads are public rights-of-way that have expansive view of farmland or other notable landscape. They are a community resource that needs to be protected from developmental pressures. The Monmouth County Planning Board has prepared a comprehensive set of guidelines for preservation of scenic roads in the *Monmouth County Scenic Roadway Plan* (June 2001).



Example of bus stop along Route 9.

### 7.10. TRANSIT STOPS

The Monmouth County Planning Board has prepared comprehensive guidelines for the design of bus stops along suburban highways in *The Bus Stops Here, a Guide to Transit Center Planning for Suburban Highway Corridors* (February 2002).

Generally, transit stops should be located strategically to improve rider safety and encourage use of mass transit. Bus pull-outs should be installed to facilitate loading and improve both vehicular and rider safety.